

FIVE MILLION
VIEWERS A WEEK

A SWORD-AND-SANDALS PHENOMENON

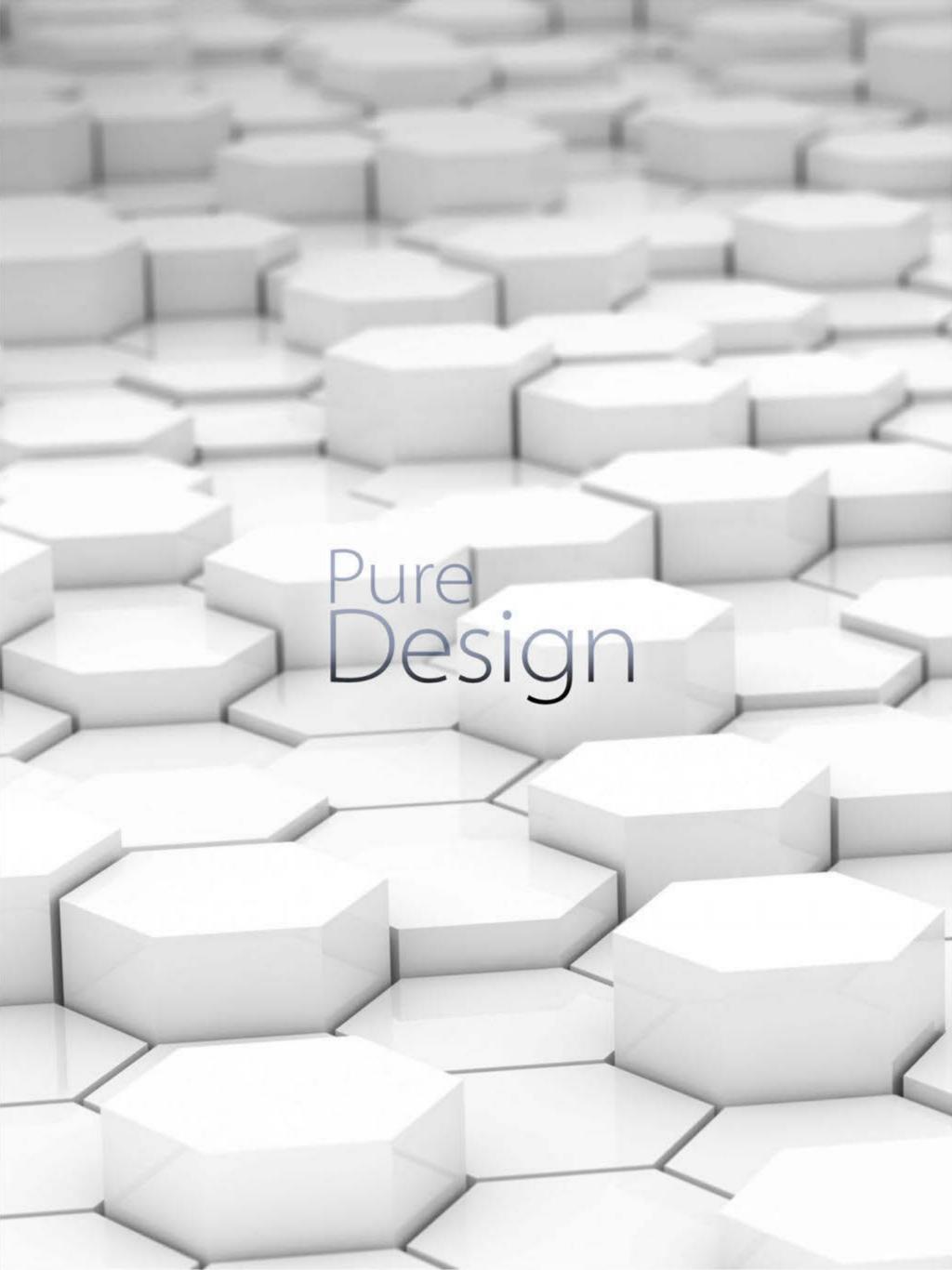
MICROSOFT & GOOGLE
DECLINING

PRICES

BATTLE DRIVES DOWN PRICES FOR PCS, TABLETS

# APPLEIV

**APPLE SQUARES UP TO THE CABLE NETWORKS** 





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# APPLE CEO TIM COOK PLANS TO GIVE AWAY MOST'S FORTUNE



Apple CEO Tim Cook is joining a long list of magnates promising to give away most of the wealth that they amass during their careers.

Cook mentioned his intentions in a story about him published Thursday by Fortune magazine.

After paying for the college education of his 10-year-old nephew, Cook says he will donate the rest of his money to philanthropic causes.

Apple Inc. declined to comment Friday.

The charitable commitment echoes pledges made by other executives far richer than Cook, who is 54.

Microsoft co-founder Bill Gates, Berkshire
Hathaway CEO Warren Buffett and Oracle
Chairman Larry Ellison are among more than 120
wealthy people and families who have announced
they will give away their fortunes. Gates, Buffett
and Ellison each have a net worth of at least \$54
billion and rank among the five richest people in
the world, according to Forbes magazine.







Most of Cook's wealth is tied up in an Apple grant of restricted grant that he received in 2011 when he succeeded Steve Jobs as Apple's CEO. That grant is now worth about \$860 million. Most of the restricted grant will vest in separate tranches next year and in 2021.

Apple can rescind some of the restricted grant if the company's stock lags the performance of the Standard & Poor's 500 for an extended stretch. That hasn't been an issue during the past year, with Apple's stock surging by about 60 percent to lift the company's market value above \$700 billion. The S&P 500 has gained 11 percent over that period.









MICROSOFT MAKES CHEAPER VERSION OF SURFACE PRO 3
TABLET



Microsoft is making a cheaper version of its Surface Pro 3 tablet computer in an effort to reach students and budget-conscious families.

Graphic artists, engineers and finance professionals needing to run complex software might still want the company's higher-end Pro 3, said Dennis Meinhardt, director of program management for Surface. But the Surface 3 should be good for everyday tasks, he said, and brings the Pro 3's premium feel to a device that will be affordable to more people.

Here's what you need to know.

#### **PRICE**

Priced at \$499 (vs \$799 to \$1,949 for the Pro 3), the new tablet has a slightly smaller screen - 10.8 inches rather than 12 - a slower processor, and less flexible kickstand - just three angles rather than unlimited positions.

A version with more storage and memory will cost \$599. A keyboard cover, one of the Surface's distinctive features, adds another \$129. Microsoft bills the Surface line as a laptop replacement when used with the cover. And Microsoft will sell a stylus separately for \$49. (It's included with the Pro 3.)



#### **AVAILABILITY**

Microsoft Corp. expects to ship the new device around May 5, with advance orders starting immediately. Versions with LTE cellular access will sell for \$100 more at a later date through T-Mobile and Verizon in the U.S., with other carriers expected. Data plans cost extra.

Besides the U.S., the Surface 3 will be available in Australia, Austria, Belgium, Canada, Denmark, Finland, France, Germany, Hong Kong, Ireland, Italy, Korea, Luxembourg, Malaysia, the Netherlands, New Zealand, Norway, Portugal, Singapore, Spain, Sweden, Switzerland, Taiwan, Thailand and the United Kingdom.









# GOOGLE, MICROSOFT BATTLE DRIVES DOWN PRICES FOR PCS, TABLETS

Google is releasing its cheapest Chromebook laptops yet, two versions priced at \$149 aimed at undercutting Microsoft's Windows franchise and gaining ground in even more classrooms.

Various PC manufacturers have been working with Google to design lightweight laptops running on the Chrome operating system since 2011. The newest versions are made by Hisense and Haier. Hisense's Chromebook can be ordered beginning Tuesday at Walmart.com and Haier's version can be bought at Amazon.com.

Their arrival coincides with Microsoft's rollout of a lower-priced Surface tablet in an effort to reach students and budget-conscious families. Preorders for that device began Tuesday, too.

As the prices for tablets and smartphones have been declining, it has forced on PC makers to lower their prices, said International Data Corp. analyst Jay Chou. The success of the Chromebook line is intensifying the PC pricing pressure.

"It has been good news for consumers, but not so good for vendors," Chou said.

The cheaper version of the Surface Pro 3 sells for \$499, compared with \$799 to \$1,949 for the higher-end models. The discounted version has a slightly smaller screen - 10.8 inches rather than 12 - a slower processor, and less flexible kickstand - just three angles rather than unlimited positions.

The Chromebook has served a dual purpose for Google. Like the company's Android software for mobile devices, the Chrome system is set up so users will automatically begin using Google's search engine and other services, such as Gmail and YouTube. Google has used the Chromebooks as a prod to bring down the prices of all PCs, something the company wanted to do because it has more opportunities to show the digital ads that bring in most of its revenue when more people can afford to buy an Internet-connected device.

"We cannot be happier that Microsoft is helping drive down the prices of PCs," said Caesar Sengupta, Google's vice president of product management for Chromebooks. "If Microsoft is reacting to (Chromebook's low prices), that's fantastic. We love it."

Unlike most computers, Chromebooks don't have a hard drive. Instead, they function as terminals dependent on an Internet connection to get most work done.

Despite those limitations, Chromebooks have been steadily gaining in popularity, particularly in schools, as more applications and services made available over Internet connections - a phenomenon known as "cloud computing" that has reduced the need for hard drives.





About 6 million Chromebooks were sold worldwide last year, more than doubling from 2.7 million in 2013, according to IDC. In contrast, sales in the overall PC market slipped 2 percent last year, marking the third consecutive annual decline. IDC is projecting 8 million Chromebooks will be sold this year.

Besides the \$149 laptops, Google also is attacking Microsoft on other fronts. Later this spring, Google and Asus are releasing a hybrid Chromebook that can use used as either a laptop or tablet with a 10-inch screen. Called the Chromebook Flip, it will sell for \$249.

In the summer, Asus and Google will start selling a new Chrome device that will provide people a cheaper way to upgrade an old PC. The device, called the Chromebit, is a stick loaded with an entire operating system that can be plugged into any HDMI port. The Chromebit's price hasn't been set, Google says it will cost less than \$100.

Here's what you need to know about the cheaper Surface Pro 3 and new Chromebooks:





#### PROS AND CONS OF THE SURFACE

Graphic artists, engineers and finance professionals needing to run complex software might still want the company's higher-end Pro 3, said Dennis Meinhardt, director of program management for Surface. But the Surface 3 should be good for everyday tasks, he said, and brings the Pro 3's premium feel to a device that will be affordable to more people.

The new Surface model is thinner and lighter, partly because it gets rid of the fan - similar to Apple's new MacBook laptop. At 214 pixels per inch, the screen resolution is comparable to the Pro 3's.

Battery life is promised at 10 hours for video playback. The Surface 3 runs the regular version of Windows 8.1, just like the Pro 3. In the past, Microsoft has used a lightweight version called RT in its cheaper tablets. The Surface 3 also has a USB port, a feature that distinguishes the Surface line from most rival tablets.

#### SIZING UP THE CHROMEBOOKS

Both the Hisense and Haier models have 11.6 inch screens, 2 gigabits of memory and run on Rockchip processors. The Hisense machine promises up to 8.5 hours of battery power per charge while Haier is touting up to 10 hours of power per charge on a battery that can be removed for easier replacement.







# GAME OF THRONES:

A SWORD-AND-SANDALS PHENOMENON

The ultimate swords-and-sex fantasy



## LATEST SERIES TIPPED TO PREMIERE ON HBO NOW

Few fantasy TV dramas have captured the popular imagination quite like Game of Thrones. The HBO series is adapted from George R. R. Martin's A Song of Ice and Fire novels, and is filmed on location in various spots around the world, from the United States, Morocco and Iceland to Spain, Croatia and Northern Ireland. It has also attracted staggering viewer numbers. As the fifth series primes itself for an April 12 premiere amid rumors that it will coincide with the launch of the HBO NOW streaming service, we ask: how and why has it become such a phenomenon?

Game of Thrones is set at the end of a decade-long summer on the fictional continents of Westeros and Essos, and draws upon a broad ensemble cast in its interweaving of multiple plotlines. The story centers on such narrative arcs as a civil war between numerous noble houses for the Iron Throne of the Seven Kingdoms, the emerging threat of the impending winter and the efforts made to reclaim the throne by the deposed ruling dynasty of the exiled last scion of the realm.

The series is backed by some seriously heavyweight talent, including its creators, showrunners and executive producers David Benioff and D. B. Weiss, alongside such cast members as Aidan Gillen (who plays Petyr Baelish or "Littlefinger"), Lena Headey (Cersei Baratheon), Jack Gleeson (Joffrey







Baratheon), Natalie Dormer (Margaery Baratheon), Stephen Dillane (Stannis Baratheon) and Michael McElhatton (Roose Bolton). However, in many ways, the real lures of Game of Thrones for the audience are arguably more elementary ones: brutal sword-wielding, spilt blood and breasts bursting out of their bodices.



# THE SIMPLE REASONS BEHIND GOT'S POPULARITY

Writing for the BBC as the fourth series of Game of Thrones debuted, Ken Tucker attributed the show's immense following in large part to the decision to "add thrilleraction pacing and exploitation-film nudity" to a formula that might have otherwise drawn a merely niche audience. He pointed out that as strong sellers as Martin's original novels were, "the size of the audience for epic fantasy fiction is a fraction of what is needed to make a profit on television."

It was the program's "graphic naughtiness", said Tucker, that was instrumental in winning it its huge viewer figures, which amounted to five million a week by the time its third season had concluded. However, even he admitted that a mere combination of "blood and breasts" would not have been sufficient to give it its iconic status on social media, explaining that "This is because Game of Thrones, for all its grimness and brutality, represents a return of old-fashioned escapism. Game of Thrones invites you to join a world where you can solve your problems with a sword and saddle."

Understanding how Tucker came to that conclusion is not difficult. Game of Thrones certainly does seem to be a powerful antidote to today's morally constrained society, in which you can't simply banish your woes with the well-executed slash of a bladed weapon. The situation for the characters in the show is very different - its plays to the decidedly primal appeal of revenge and triumph.









There's something very much 'back to basics' about Game of Thrones, and its portrayal of a universe in which one's most pressing campaign is just keeping one's head.

### AN ALL-ENCOMPASSING SUCCESS STORY

Not everything about such a distinctive approach has attracted universal admiration, with many detractors questioning the suitability in today's world of the show's frequent depiction of nudity, violence and sexual violence towards women. Nonetheless, praise for the series has come from seemingly every source, all four of its seasons so far

having attracted a Primetime Emmy Award nomination for Outstanding Drama Series.

Game of Thrones has also previously been nominated for the Golden Globe Award for Best Television Series - Drama, in addition to claiming a Peabody Award and a Hugo Award for Best Dramatic Presentation in both Long Form and Short Form. Cast member Peter Dinklage, who plays Tyrion Lannister, has also been honored for his performances with an Emmy and a Golden Globe. The show's present 9.5/10 rating on IMBb surely says it all about how universally it is appreciated by both professional critics and the ordinary viewer.









a huge amount of attention and has drawn merely mixed-to-positive reviews, its release in a gradual episodic format will surely help to build up interest, particularly once the show returns to air.

There has been a noticeable impact, too, in the tourism sector, which shouldn't necessarily be a big shock given the wideranging nature of the program's sets. Even so, the difference made to the lucky parts

of the world to have been made backdrops for Game of Thrones is impressive - a 28 percent rise in tourism in Dubrovnik (Kings Landing), Croatia in 2012, a 13 percent increase in Iceland (The Wall) and 100 percent for the Moroccan desert town of Ouarzazate. The Northern Ireland executive has claimed a £65 million boost to the country's coffers as a consequence of Game of Thrones-related tourism.



Then, there has been the enhanced fortunes of the Games of Thrones actors themselves for whom the series has generally served as a powerful career stepping stone. The new Terminator: Genisys movie, for instance, sees Emilia Clarke - known in the show for her turn as Daenerys Targaryen - play Sarah Connor, the franchise's iconic female lead. Dormer, meanwhile, plays Cressida in both parts of The Hunger Game: Mockingjay, and Kit Harington has built on his part in the program as Jon Snow by starring as the gladiator Milo in the 2014 film, Pompeii.







#### **ENTER HBO NOW...**

How could series five possibly top all of that commercial success and cultural impact?
Well, one point of interest has certainly been created by the reports suggesting that HBO's new cable-free, standalone streaming service, HBO NOW, will be launched in time for the show's return. The premiere date is April 12, and we already know that the service will be available at some point this month, so those reports seem credible to us.

If such suggestions do turn out to be true, we really are just days away from a very exciting package - a streaming service in the Netflix mold that removes the need to fork out for a traditional premium cable package. A price of \$15 per month has been mooted, which could make HBO NOW a very good value means of accessing a wealth of highly regarded original programming, to say nothing of whatever else may become available on the platform.

But of course, whatever you watch via HBO NOW, we suspect that the next series of Game of Thrones will figure highly on your priority list. If the latest season of the now-legendary show in any way echoes the previous four, it'll make a very enthralling watch indeed for all followers of high-octane and saucy fantasy drama.

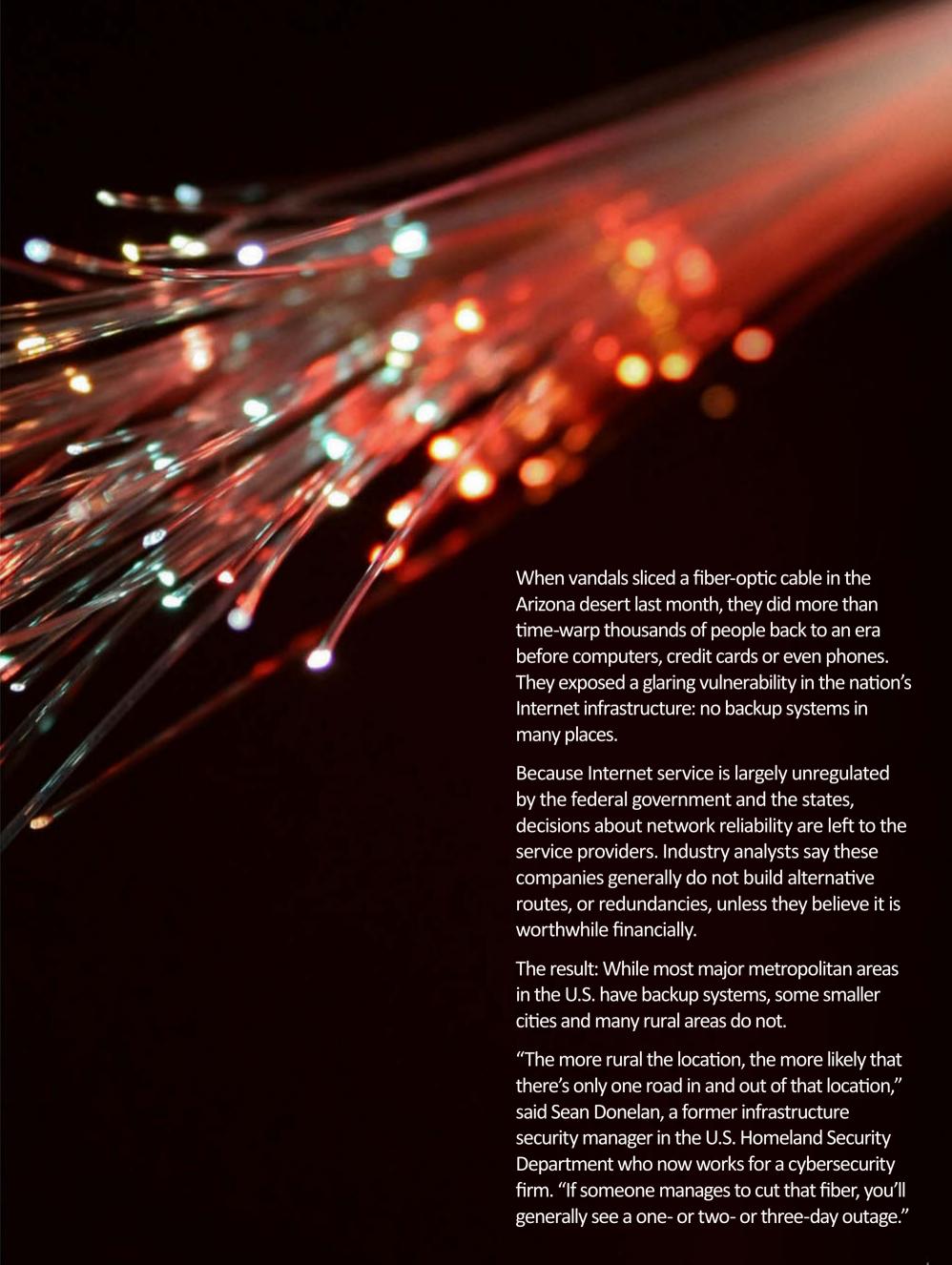
by Benjamin Kerry & Gavin Lenaghan





## INTERNET OUTAGES REVEAL GAPS IN US BROADBAND INFRASTRUCTURE







Despite its own warnings about such vulnerabilities two decades ago, the federal government has taken no steps to require Internet companies to have backup systems, even as it has provided billions of dollars in subsidies to expand broadband Internet into unserved areas.

"Our first responsibility is to make sure that people actually have service," said Agriculture Secretary Tom Vilsack, co-chairman of President Barack Obama's newly created Broadband Opportunity Council.

In northern Arizona last month, tens of thousands of residents were without Internet service - some for up to 15 hours - after vandals cut through an underground bundle of fiber-optic cables owned by CenturyLink. ATMs went down, stores couldn't process credit cards, college students in Flagstaff had to put their research on hold, and even 911 emergency service was lost.

Earlier this month, several thousand people lost Internet and phone service for half a day when an electric company crew accidentally cut a fiberoptic line in northern New Mexico.

When an underwater fiber-optic cable became wrapped around a big rock and broke in 2013, some residents of Washington state's San Juan Islands were without Internet and telephone service for 10 days.





Among them was aerospace consultant Mike Loucks, who said he was shocked to find out his home phone, cellphone and Internet service did not work independently of each other.

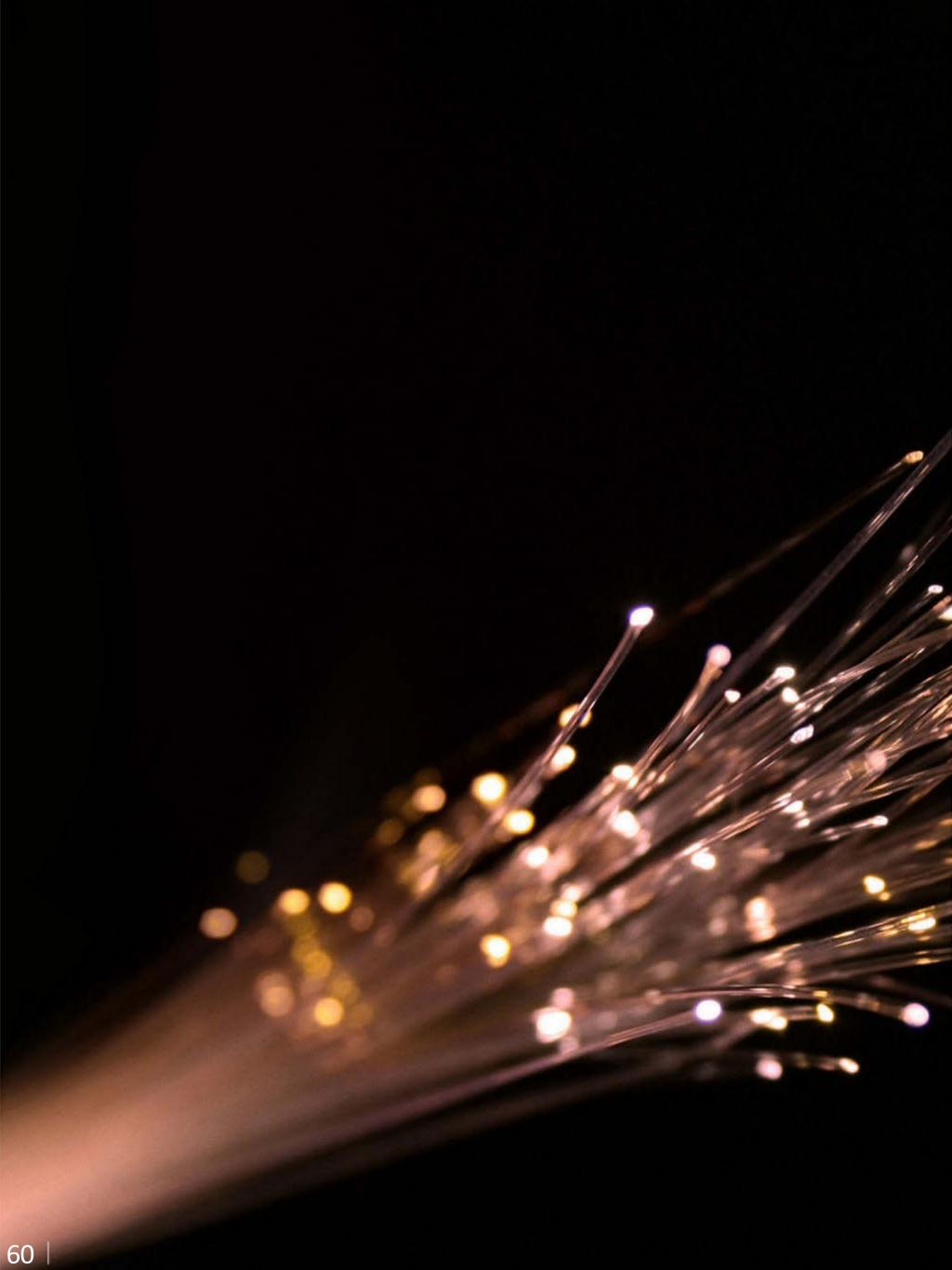
All went down because they relied on the same cable. He ended up taking a ferry to the mainland to dial in to conference calls from his car outside a McDonald's.

"When I figured out what all had been routed to this cable, it's a single-point failure thing," he said. "That's pretty dumb. Why don't you guys have a backup cable?"

He was so frustrated that he switched Internet providers.

CenturyLink, the broadband provider in the Arizona and Washington outages, declined to make officials available for an interview about its Internet infrastructure. But spokeswoman Linda Johnson said in an email that the company acts quickly to restore service and "is constantly investing in its local network and strives to deliver new services and build redundancy where possible."







After the San Juan Islands outage, CenturyLink spent \$500,000 to install a microwave system that now backs up the underwater cable. A microwave system is wireless technology that relies on a series of above-ground antennas or towers to transmit data. It's more often used in rural areas.

Companies have been deploying more than 10 million miles of fiber annually in the U.S., increasing the risk of damage from backhoes, trench-diggers and shovels, according to an analysis by a network reliability committee of the Alliance for Telecommunications Industry Solutions. The number of outages on high-capacity fiber-optic lines in the U.S. more than doubled from 221 in 2010 to 487 last year, according to the Federal Communications Commission.

Fiber-optic cables form the spine of the Internet. A fiber bundle contains dozens of tiny glass fibers - each about the width of a human hair - that use light waves to transmit data. The fibers often are buried along existing rights of way for highways, railroads or pipelines. It is common for a telecommunications company to install the cables and then lease space on them to others.

That saves money for everyone involved. But it also means outages can affect a wide variety of services.

As early as 1995, the U.S. Commerce Department's National Institute of Standards and Technology warned that the "power of optical fiber technology is diminishing the number of geographic transmission routes," concentrating the flow of information and "resulting in an increase in network vulnerability."

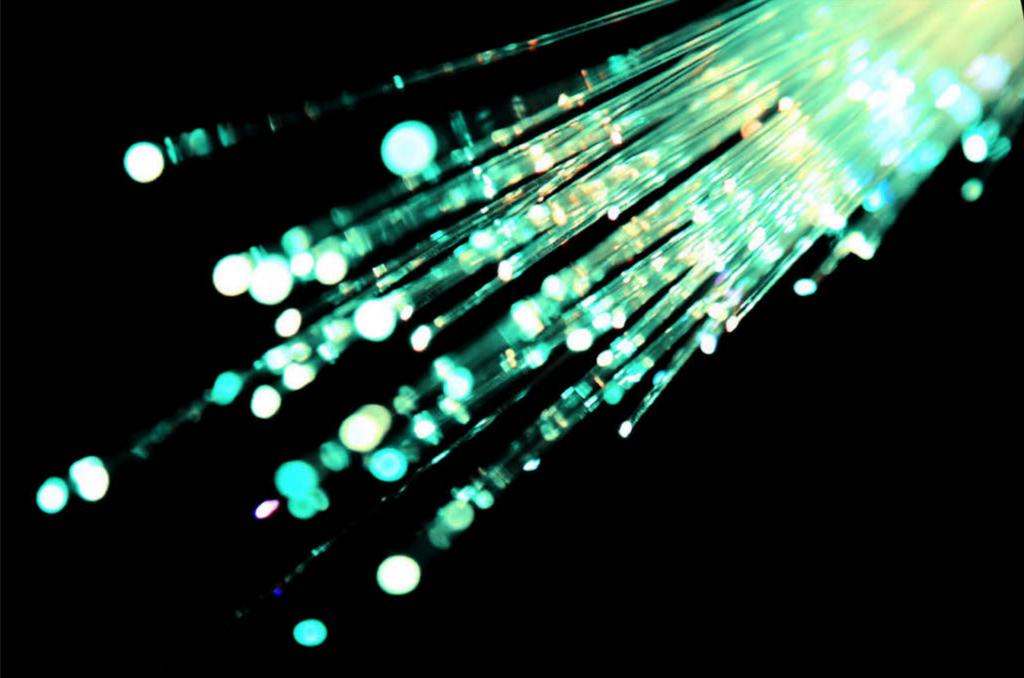
Since 2009, the U.S. Agriculture and Commerce departments have provided about \$10 billion in grants and loans to expand broadband Internet access. The departments said recipients were encouraged but not required to build redundancies into their projects.

The FCC says about half the rural U.S. lacks access to high-speed Internet service. It plans to distribute about \$20 billion over the next five years to support rural broadband. It does not require recipients to build network backup systems against outages.

The funding "is designed to expand broadband to as many rural Americans as possible while not increasing the cost of the program" to customers, FCC spokesman Mark Wigfield said.

The FCC recently increased its oversight of Internet providers by classifying them as "telecommunications services" that must operate in the public interest. But that doesn't carry any new mandate for Internet network redundancies, because such backups aren't required of phone companies, he said.

Some states have laws specifically barring the regulation of Internet service, and it's outside the jurisdiction of many state utility regulatory agencies.



Washington state Rep. Jeff Morris, who represents the San Juan Islands and is chairman of the House Technology and Economic Development Committee, said lawmakers are hesitant to require redundant lines for fear they will lead to higher Internet and phone bills for their constituents. His colleagues have discussed taxing access to Internet services, but that is prohibited by federal law.

"It really spoils our ability to generate revenue to give better service and reliability to our constituents," he said.

Some state officials are nonetheless trying to nudge Internet providers to develop backup plans.

"Dependability is premier to the Internet these days," said Sandy Jones, a member of New Mexico's Public Regulation Commission. "Redundancy - two paths out, three paths out - is really critical for businesses. Just think of restaurants, gas stations, all the things that shut down when there's no Internet line."



# Talk of an exciting future for the Apple TV







### NEW SUBSCRIPTION SERVICE RUMORED FOR 2015

The Apple TV digital media player has always had a slightly curious place in the Cupertino giant's hardware range. There has been such a device since 2007, and it is presently in its third generation - albeit, a generation that has not seen a significant update for three years. The microconsole has also long been likened to a "hobby" by Apple executives, and yet, bigger plans seem to be afoot - including a subscription service and possible 4K content.

There has been talk of Apple TV taking on a bigger role within the company for many years now, but there had been few stirrings in terms of actual announcements until, at the firm's most recent March 9 keynote, a price drop from \$99 to \$69 was confirmed. As insignificant a move as it may seem in the grand scheme of things, it has simply been the trigger for further speculation about the future of this forgotten child of the Apple family of products.

Despite the Apple TV never being a strong seller, the firm has continued to support it, and indeed, the last few years have seen evidence that it will soon be going up in the world, considerable improvements having been made to its hardware and content.

Buy an Apple TV now, and you can already use it to watch more than 40 different channels, including HBO GO and Netflix.





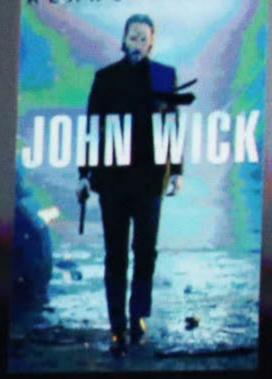
### WHISPERS OF A SUBSCRIPTION TV SERVICE

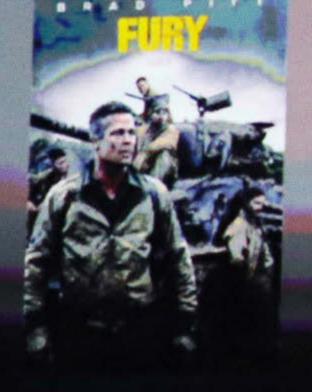
But with late former CEO Steve Jobs having been quoted in the past as having "finally cracked" television, as well as his successor Tim Cook admitting that it remained a field of "intense interest" for the company, many have wondered whether Apple TV will soon become more... much more. Such pondering has been further stoked by reports that the company is planning a limited, low-cost streaming service.

Various media sources - including The Wall
Street Journal and The New York Times - have
referred to talks apparently held between
Apple and numerous "leading television
groups", as the former looks to develop an
Internet-based TV service that would be
accessible through not just the Apple TV, but
also the iPhone and iPad.

Anonymous "people briefed on the company's plans" are reported as claiming that the proposed service will be unveiled later this year and will offer a smaller and more affordable bundle of channels than is available through a typical cable subscription. These same sources cited networks owned by the television groups Disney, CBS, Discovery and Fox as possible providers of content for the new service. This means that viewers could be treated to the likes of CBS, ABC, Fox, ESPN and Discovery Channel, although the exact number of channels is yet to be confirmed.











Movies



TV Shows



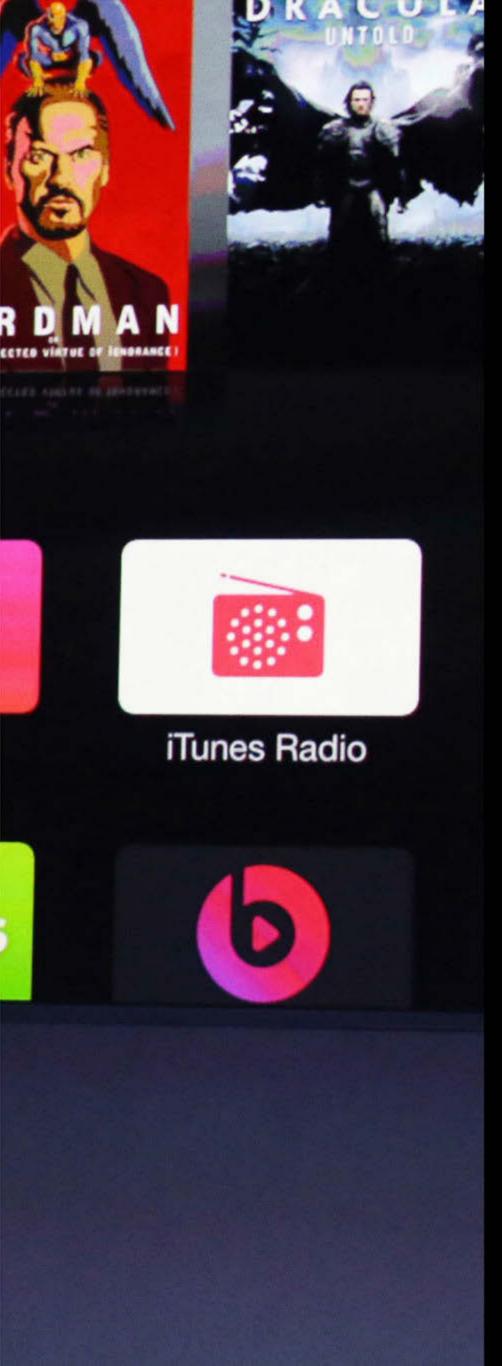
Music





huluplus

Image: Robert Galbraith



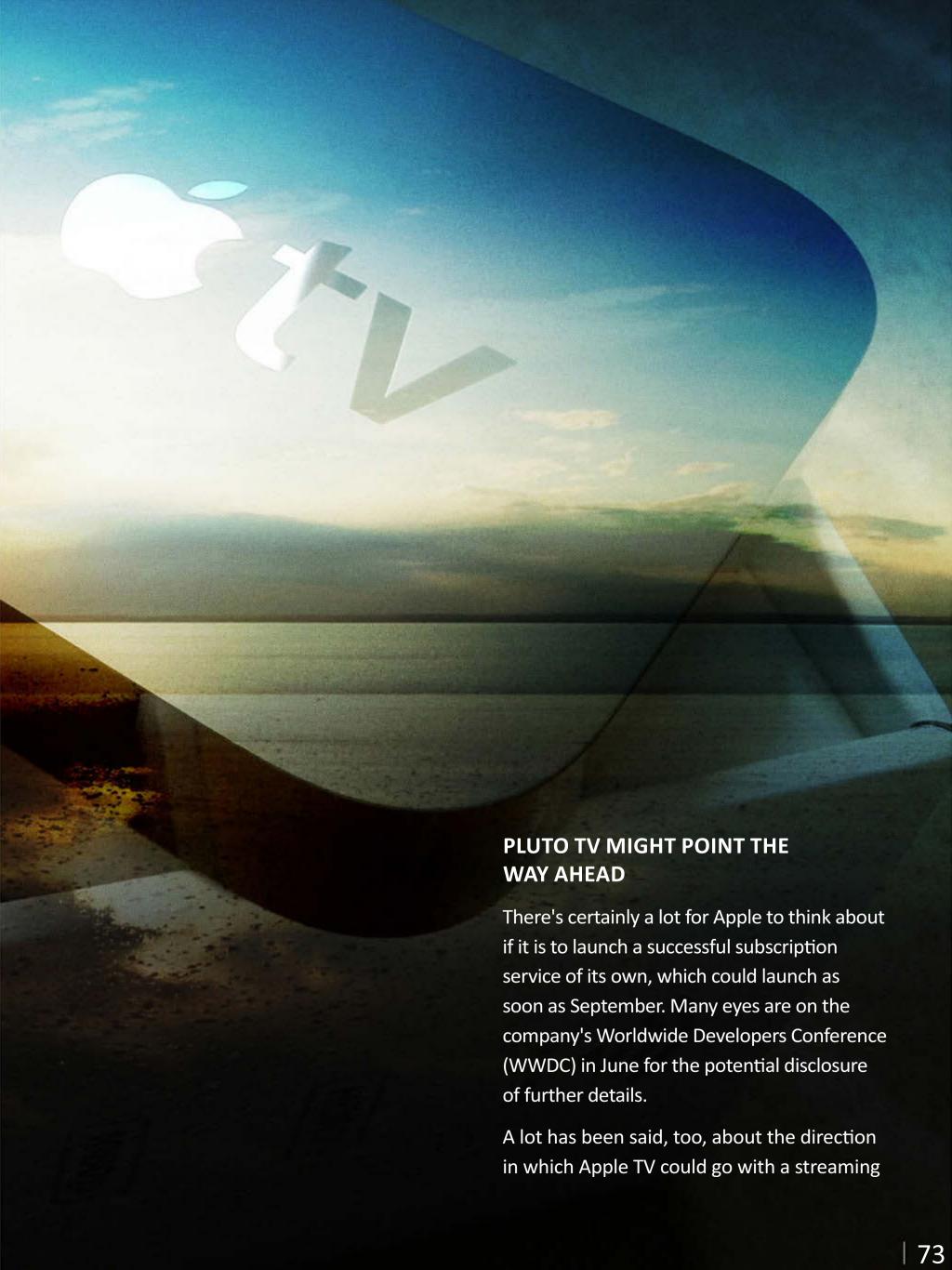
### THE CHANNELS AND PRICING THAT COULD SAVE OR SCUPPER APPLE TV

The Wall Street Journal's report suggested a lineup of 25 channels for the streaming service's initial rollout, but for those who might consider that a little on the light side, an article in The Journal provides some encouragement. It indicates that Apple is bidding to bulk up that offering through talks with both Discovery Channel and Viacom, so that it can offer such networks as Animal Planet, TLC, MTV, VH1, Nickelodeon and Comedy Central.

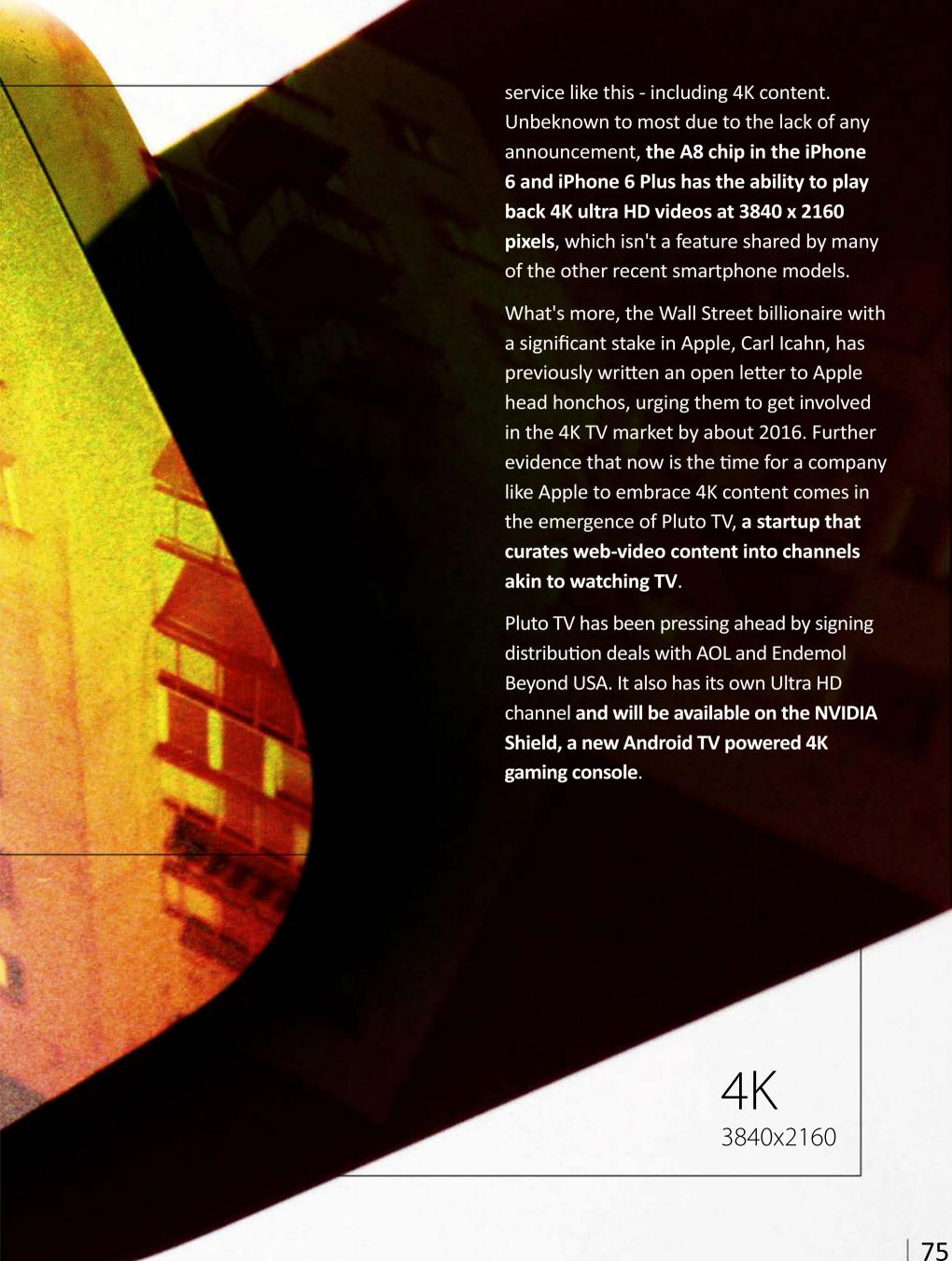
Naturally, a lot of the speculation about this subscription service has centered on pricing. One of the individuals mentioned in The Wall Street Journal's piece tipped a \$20 to \$25 monthly fee, while another claimed that it would be around \$30. These sources suggested that the final price would depend on the aforementioned negotiations with television groups, as well as the exact channels offered.

Amid talk that even a \$40 monthly subscription charge is not out of the question, one analyst has urged Apple to aim lower if it is not to price itself out of the market. In a note to investors that was shared with AppleInsider, Rod Hall of J.P. Morgan pointed out that Comcast offered both basic Internet and a cable television service for an incremental cost of lower than \$40 per month, which would not make an Apple streaming-only service very attractive at the same price point.











## APPLE'S PLACE IN THE EVOLVING WORLD OF TV

In a recent blog post on the Stratechery website of the technology writer and consultant Ben Thompson, entitled The changing - and unchanging - structure of TV, he gave greater insight into these latest rumors about an Apple TV subscription service, suggesting how it might work and what it might mean for the wider world of TV.

He referred back to a previous pronouncement of his that "Cable TV is socialism that works; subscribers pay equally for everything, and watch only what they want, to the benefit of everyone. Any 'grand vision' Apple, or any other tech company, has for television is likely to sustain the current model, not disrupt it directly."

Thompson also outlined a series of factors that he said made Apple "a particularly attractive partner for content companies", including that the company was able to increase the addressable market by providing access to individuals, as well as that it was one of the few firms that had successfully convinced young people to pay for content. Thirdly, he added that the Cupertino firm was experienced in the management of the customer relationship.

He wrote: "I believe these factors explain why it is that HBO NOW is launching first with Apple: the people willing to pay for HBO are likely already using Apple devices, Apple can get them to pay, and Apple has the infrastructure to manage the relationship."







#### A STREAMING SERVICE WITH WIDE-RANGING BENEFITS

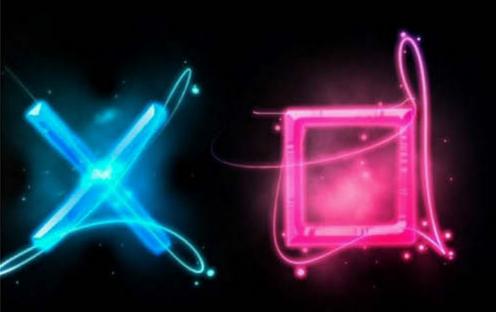
When one also considers the scope for such a subscription service to increase the attractiveness of the iPhone and Watch, it becomes clear just how profound the advantages could be across the Californian giant's ecosystem. Consumers will win, too, given the offer of superior integration with their devices, an improved user interface and Apple's already strong customer service offering.

It's almost like no one loses from such an arrangement - so is the Apple TV streaming service inevitable? It increasingly looks so, but we'll have to wait and see what happens in the months ahead. ■

by Benjamin Kerry & Gavin Lenaghan

# PLAYSTATION GETS SPOTIFY, REPLACING SONY'S OWN MUSIC SERVICE





Spotify is coming to the PlayStation, replacing Sony's own Music Unlimited service, as the company continues to expand the game console into an entertainment hub beyond video games.

Spotify hits the PlayStation 3 and 4 on Monday, with a new app adapted for large television screens. Sony says partnering with Spotify expands its music service to 41 countries, rather than the 19 available with Music Unlimited, and offers better tools for playlists and music discovery.













Apple CEO Tim Cook said that so-called "religious objection" legislation being introduced in a number of states is dangerous and bad for business.

The bills, like the one enacted last week in Indiana, create a legal framework for individuals, mostly business owners, to claim that a law or regulation mandated by the government infringes on their religious beliefs.

In an op-ed piece for The Washington Post, the leader of the nation's largest corporation said that the bills under consideration "have the potential to undo decades of progress toward greater equality."

He cited actions taken by lawmakers in Texas, Indiana and Arkansas, but said that a "wave of legislation" has been introduced in more than two dozen states.

Cook said he was opposing the legislation on behalf of Apple Inc. He came out as gay in October, saying that he wanted to make a difference for others.



In a letter he wrote then, Cook said, "there are laws on the books in a majority of states that allow employers to fire people based solely on their sexual orientation. There are many places where landlords can evict tenants for being gay, or where we can be barred from visiting sick partners and sharing in their legacies. Countless people, particularly kids, face fear and abuse every day because of their sexual orientation."

Cook said in his criticism of religious objection laws that he has great respect for religious freedom, but that it can never be "used as an excuse to discriminate."

The legislation is not a political or religious issue, but rather "about how we treat each other as human beings," Cook said.

"Opposing discrimination takes courage. With the lives and dignity of so many people at stake, it's time for all of us to be courageous," Cook said.





#### #01 – Facebook Messenger

By Facebook, Inc.

Category: Social Networking

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



#### #02 – Facebook

By Facebook, Inc.

Category: Social Networking

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



#### #03 – YouTube

By Google, Inc.

Category: Photo & Video

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5.



#### #04 – Instagram

By Instagram, Inc.

Category: Photo & Video

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



#### #05 – Snapchat

By Snapchat, Inc.

Category: Photo & Video

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5.



#### #06 - Trivia Crack

By Etermax

Category: Games

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5.



#### #07 – Pandora Radio

By Pandora Media, Inc.

Category: Music

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



#### #08 – Jelly Jump

By By Ketchapp

Category: Games

Requires iOS 4.3 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5.



#### #09 – Agent Alice

By wooga

Category: Games

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



#### #10 – iTunes U

By Apple

Category: Education

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



#### #01 – OS X Yosemite

By Apple Category: Utilities Compatibility: OS X 10.6.8 or later



#### #02 – Xcode

By Apple Category: Developer Tools Compatibility: OS X 10.8.4 or later



#### #03 - Microsoft Remote Desktop

By Microsoft Corporation
Category: Business
Compatibility: OS X 10.7 or later, 64-bit processor



#### #04 - Slack

By Slack Technologies, Inc. Category: Business Compatibility: OS X 10.6 or later, 64-bit processor



#### #05 – Bitdefender Virus Scanner

By Bitdefender SRL Category: Utilities Compatibility: OS X 10.7 or later, 64-bit processor



#### #06 – Kindle

By AMZN Mobile LLC Category: Reference Compatibility: OS X 10.6 or later



#### #07 - App for Instagram - Instant at your desktop!

By Joacim Ståhl
Category: Social Networking
Compatibility: OS X 10.7 or later, 64-bit processor



#### #08 - The Unarchiver

By Dag Agren Category: Utilities Compatibility: OS X 10.6.0 or later



#### #09 - Microsoft OneNote

By Microsoft Corporation Category: Productivity Compatibility: OS X 10.9 or later



#### #10 – Memory Clean

By FIPLAB Ltd Category: Utilities Compatibility: OS X 10.7.4 or later, 64-bit processor



Mac OS X





#### #01 - Minecraft - Pocket Edition

By Mojang

Category: Games / Price: \$6.99

Requires iOS 5.1.1 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



#### #02 - Trivia Crack (Ad Free)

By Etermax

Category: Games / Price: \$2.99

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



#### #03 - Heads Up!

By Warner Bros.

Category: Games / Price: \$0.99

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



#### #04 - Scholly: Scholarship Search

By Scholly, LLC

Category: Education / Price: \$0.99

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



#### #05 – Monument Valley

By ustwo™

Category: Games / Price: \$3.99

Requires iOS 6.0 or later. Compatible with iPhone 4, iPhone 45, iPhone 5, iPhone 5c,

 $iPhone\ 5s, iPhone\ 6, iPhone\ 6\ Plus, iPad, and\ iPod\ touch.\ This\ app\ is\ optimized\ for\ iPhone\ 5.$ 



#### #06 - Five Nights at Freddy's 2

By Scott Cawthon

Category: Games / Price: \$2.99

Requires iOS 5.1 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



#### #07 – Geometry Dash

By RobTop Games AB

Category: Games / Price: \$1.99

Requires iOS 5.2 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



#### #08 - Fruit Ninja

By Halfbrick Studios

Category: Games / Price: \$0.99

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



#### #09 - Afterlight

By Afterlight Collective, Inc

Category: Photo & Video / Price: \$0.99

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5.



#### #10 – Facetune

By Lightricks Ltd.

Category: Photo & Video / Price: \$3.99

Requires iOS 6.0 or later. Compatible with iPhone 4, iPhone 45, iPhone 5, iPhone 5c, iPhone 6, iPhone 6 Plus, iPad, and iPod touch. This app is optimized for iPhone 5,

iPhone 6, and iPhone 6 Plus.



#### #01 - GarageBand

By Apple Category: Music / Price: \$4.99 Compatibility: OS X 10.9 or later



#### #02 - Disk Doctor

By FIPLAB Ltd Category: Utilities / Price: \$2.99 Compatibility: OS X 10.7.3 or later, 64-bit processor



#### #03 - Batman Arkham City GOTY

By Feral Interactive Ltd Category: Games / Price: \$4.99 Compatibility: OS X 10.7.5 or later



#### #04 – FaceTime

By Apple Category: Social Networking / Price: \$0.99 Compatibility: OS X 10.6.6 or later



#### #05 - OS X Server

By Apple Category: Utilities / Price: \$19.99 Compatibility: OS X 10.9.5 or later



#### #06 - BetterSnapTool

By Andreas Hegenberg Category: Productivity / Price: \$1.99 Compatibility: OS X 10.6 or later, 64-bit processor



#### #07 – Duplicate Detective

By FIPLAB Ltd
Category: Utilities / Price: \$1.99
Compatibility: OS X 10.7 or later, 64-bit processor



#### #08 – Logic Pro X

By Apple Category: Music / Price: \$199.99 Compatibility: OS X 10.8.4 or later, 64-bit processor



#### #09 – App for Netflix

By Fresh Squeezed Apps Category: Entertainment / Price: \$1.99 Compatibility: OS X 10.7 or later, 64-bit processor



#### #10 - Final Cut Pro

By Apple Category: Video / Price: \$299.99 Compatibility: OS X 10.9.2 or later, 64-bit processor









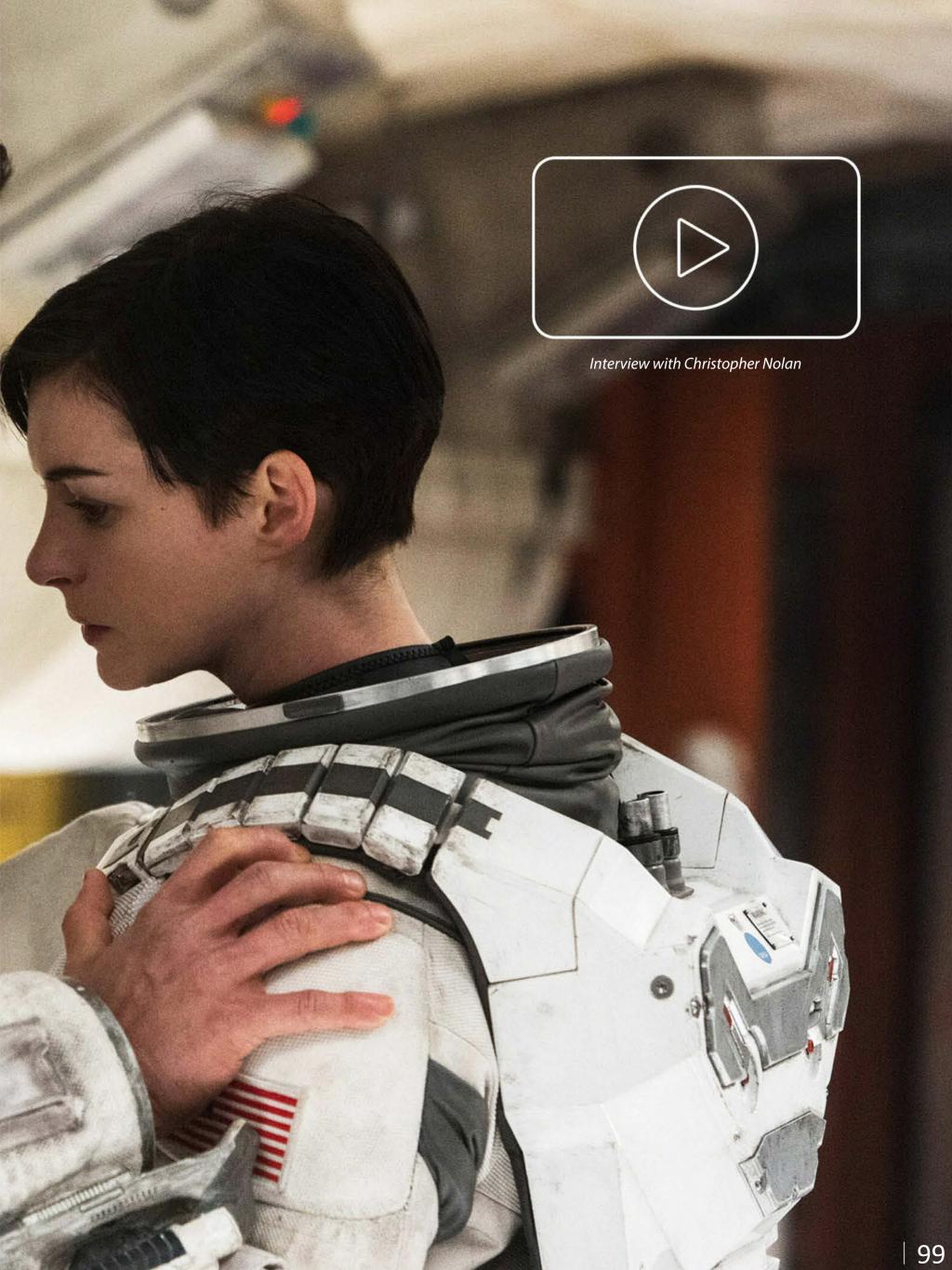
### Interstellar

The latest epic from the director behind The Dark Knight trilogy, Christopher Nolan, charts the tale of a team of astronauts who embark on a covert journey through a wormhole, in search of a new home for humanity. The pioneers' quest to find an alternative habitable planet is prompted by the threat posed to life on Earth by epidemic crop failures.

#### **FIVE FACTS:**

- **1.** Interstellar stars Matthew McConaughey, Anne Hathaway, Jessica Chastain and Michael Caine.
- **2.** The film was inspired by the work of Caltech theoretical physicist Kip Thorne, who also served as an executive producer and scientific consultant.
- **3.** Cinematographer Hoyte van Hoytema shot the film on anamorphic 35mm and IMAX 70mm photography.
- **4.** Filming took place from late 2013 in Alberta, Iceland and Los Angeles.
- **5.** The movie won the Oscar for Best Visual Effects at the 87th Academy Awards.





## The Imitation Game

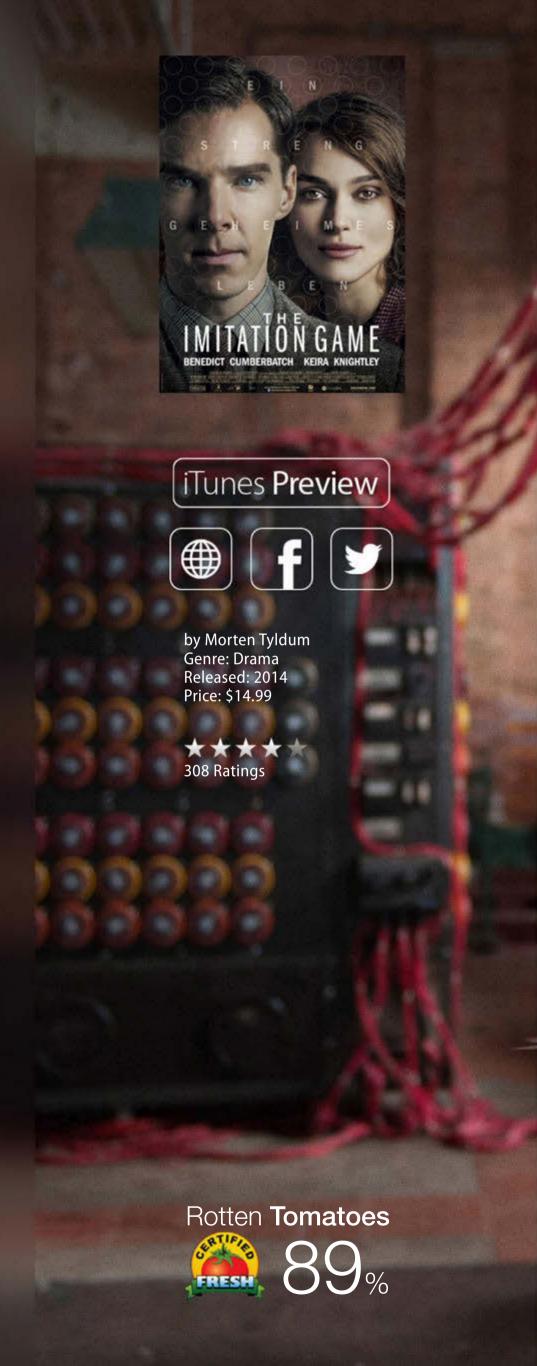
Benedict Cumberbatch stars as British cryptanalyst and World War II hero Alan Turing, whose real life leadership of a motley crew of scholars, linguists, chess champions and intelligence officers was instrumental in cracking the codes of the Nazi German Enigma machine - but who was also subject to a tragic fall from grace.

#### **FIVE FACTS:**

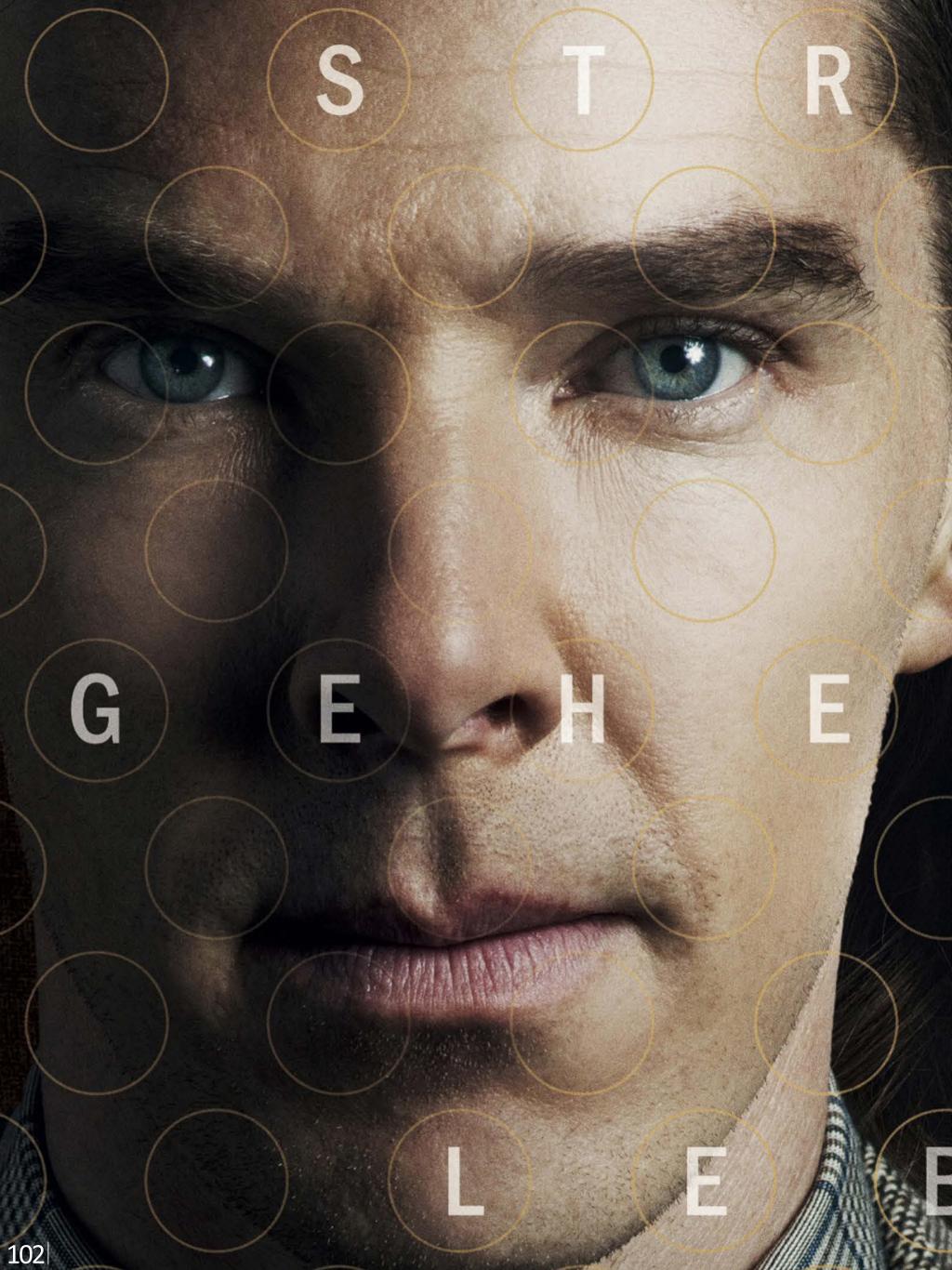
- **1.** The film's screenplay, by Graham Moore, is loosely based on Andrew Hodges' biography, Alan Turing: The Enigma.
- **2.** The screenplay topped the annual Black List for the best unproduced Hollywood scripts in 2011.
- **3.** Other cast members include Keira Knightley, Matthew Goode, Rory Kinnear, Charles Dance and Mark Strong.
- 4. Turing's nephew, Sir John Dermot Turing, has described Cumberbatch as the "perfect casting. I couldn't imagine anybody better."
- **5.** The movie won the Academy Award for Best Adapted Screenplay.



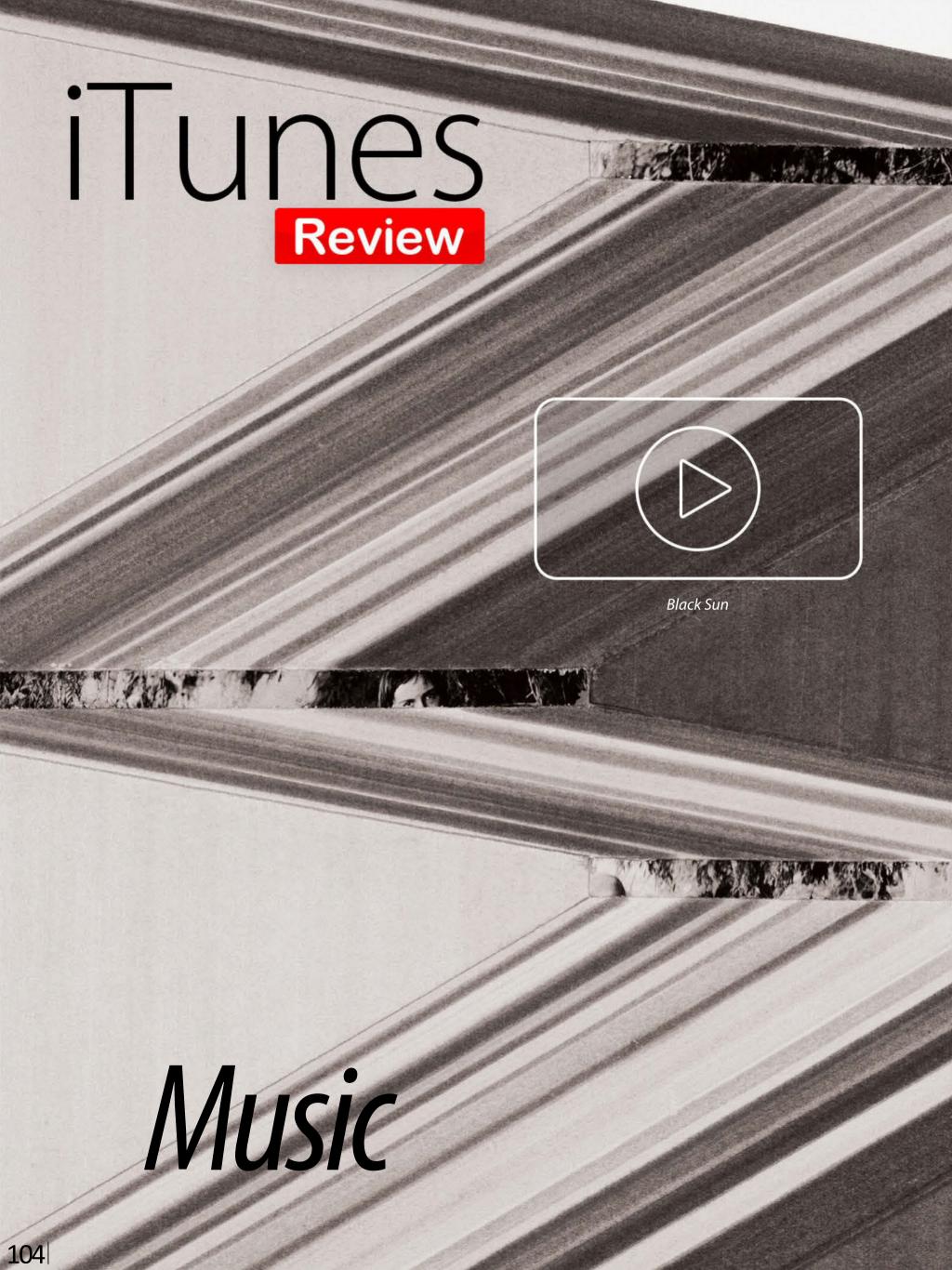
Trailer

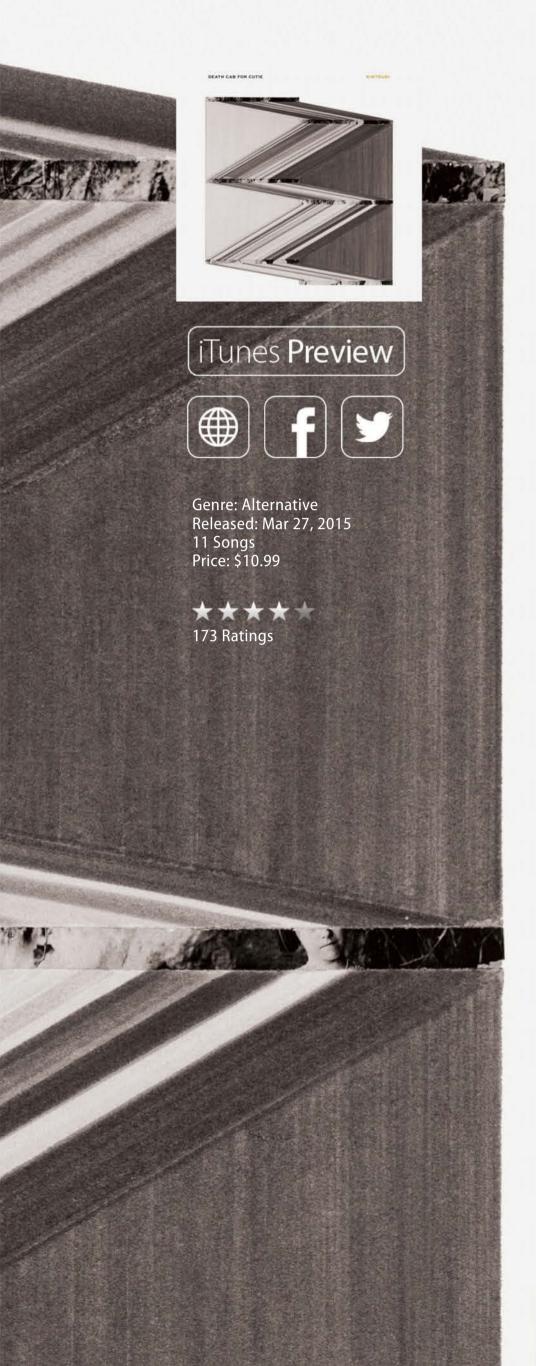












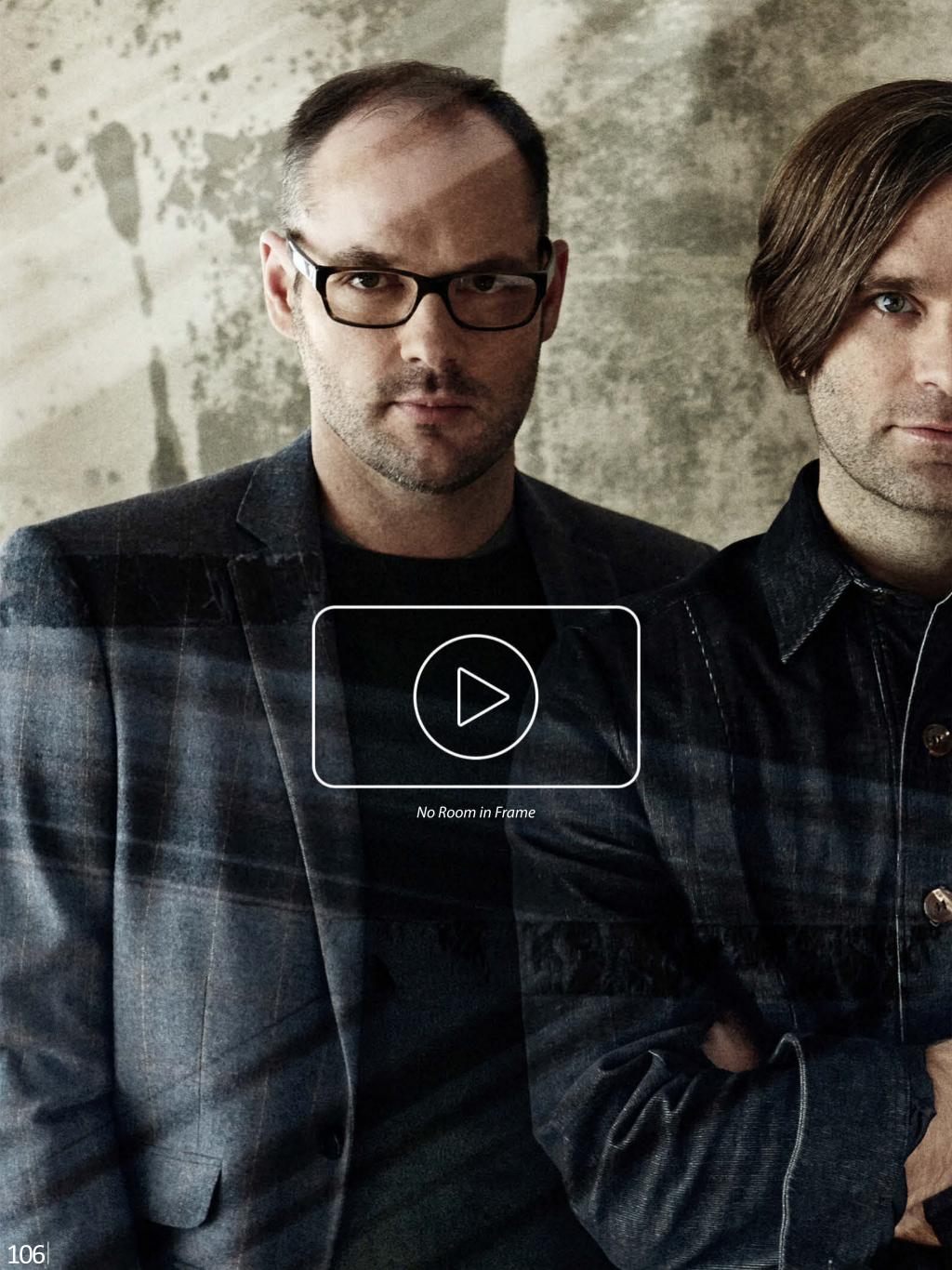
## Kintsugi Death Cab for Cutie

Kintsugi - the eighth studio album of the indie rock band, and its first since 2011 - may be the last to feature lead guitarist and founding member Chris Walla, but there's still plenty more of interest here, not least the work of Walla's replacement on production duties, Rich Costey. Indeed, it is the group's first album to feature an outside producer.

#### **FIVE FACTS:**

- **1.** The album's title refers to the Japanese art of kintsugi, which involves the fixing of broken pottery and treats breakage and repair as part of an object's history, rather than something to disguise.
- **2.** It is the follow-up to 2011's Codes and Keys.
- 3. The band was formed in Bellingham, Washington in 1997.
- **4.** The group presently comprises vocalist, guitarist and pianist Ben Gibbard, bassist Nick Harmer and drummer Jason McGerr.
- **5**. Death Cab for Cutie is associated with the indie rock, indie pop, emo and alternative rock genres.







## The Album About Nothing Wale

Wale collaborated with Jerry Seinfeld on this fourth studio album, the rapper describing the comedian's role on The Album About Nothing as "the narrator". However, the sitcom star is just one member of a strong supporting cast that also includes producers like Jake One, DJ Khalil and Soundz. Usher, Jeremih and J. Cole are among the featured artists.

#### **FIVE FACTS:**

- **1.** Wale is the stage name of Olubowale Victor Akintimehin.
- **2.** Akintimehin was born on September 21, 1984 in Washington, D.C.
- **3.** He rose to prominence in 2006, when his song "Dig Dug (Shake It)" became popular in his hometown.
- **4.** He was discovered by producer Mark Ronson the same year, later being signed to Allido Records.
- 5. Wale has described the new album as "super personal. It's like a journal that my whole lifestyle is based around."



iTunes **Preview** 







Genre: Hip-Hop/Rap Released: Mar 31, 2015 14 Songs

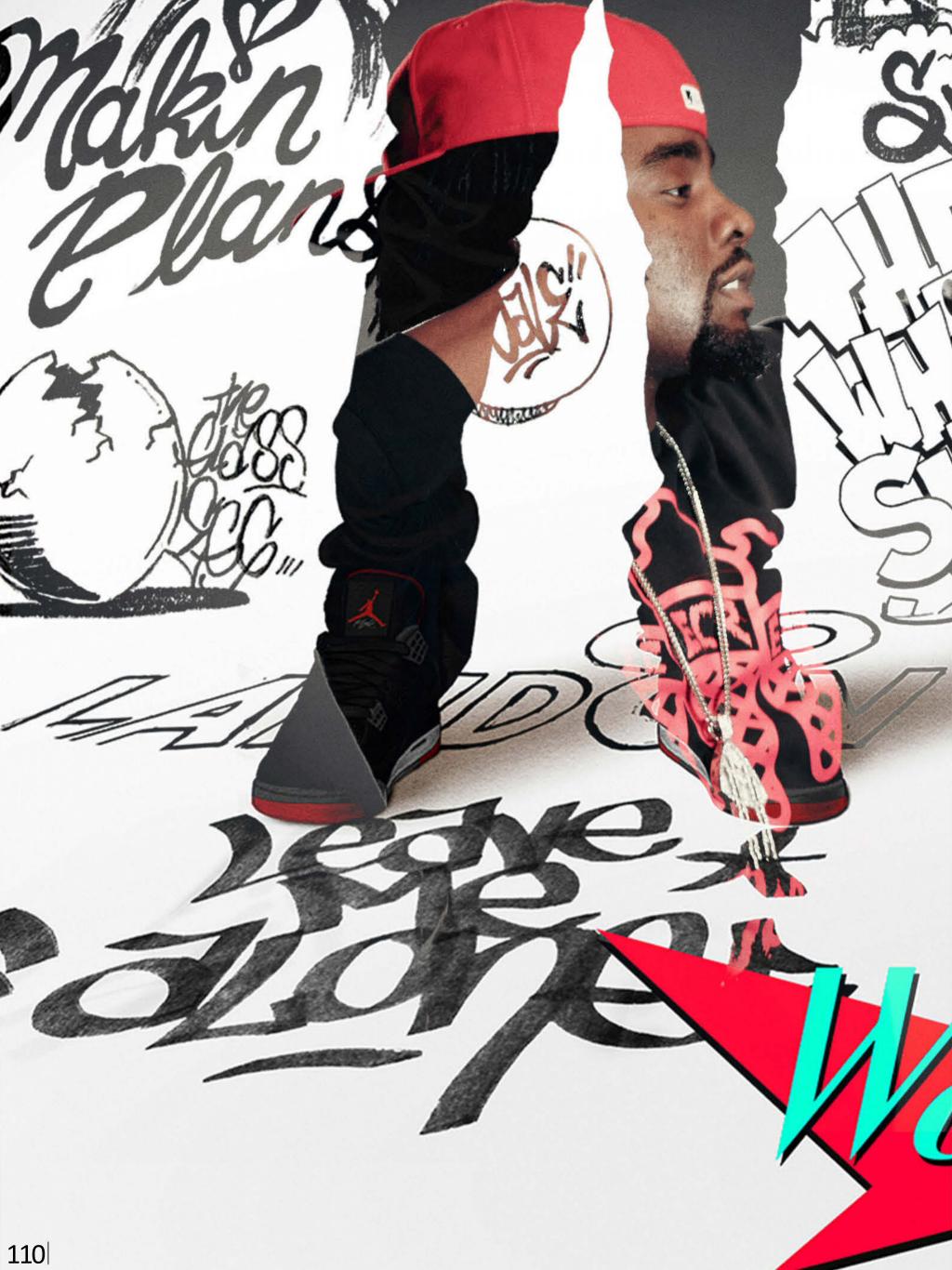
14 Songs Price: \$9.99





The Body







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## REVIEW: NEW HTC ONE PHONE IS STRONG CONTENDER

HTC's flagship One phone has a lot going for it - except for strong sales.

In Samsung's and Apple's shadows, HTC barely has any market share despite having good phones. But the latest edition of the HTC One, dubbed M9, is even better than previous year's models, as it addresses a major shortcoming: the camera.

The latest One keeps an elegant, all-metal design with a few changes. The power button moves from the top to the right side to keep the phone from sliding down and out of your hand when pressing. The back edges are also sharper to improve grip, though it does give the phone a boxy feel. The M9 screen stays at 5 inches, as measured diagonally.

Advance orders for the One have already begun in the U.S. The phone will be in retail stores on April 10, though it might ship sooner for those ordering it now. No-contract prices range from \$600 at Verizon to \$709 at AT&T.

Here are other things to know before you buy.







iPhone 6 and Samsung Galaxy S6 in focus, color and exposure, especially in extreme situations. Many indoor shots had a purple tint, and outdoor close-ups were out of focus. You can get good everyday shots, but don't get the One just for the camera.



### IT'S IN THE LOCATION

HTC adapts the home screen to your location. At work, for instance, you're shown apps for email, calendar and note-taking. At home, you see music, YouTube and an app store for more ways to waste time. When you're out, you get Maps.

Choices change based on what you use. After a few days, the phone added Netflix while "Out," given my bad habit of watching video while dodging traffic on sidewalks. Location also influences suggestions for new apps.

It's a good feature, though it ought to automatically figure out whether you're home or at work. You need to specify that - something many people won't bother to do. And it would be nice to have more options beyond "Out." Apps you need on your daily commute will differ from what you'd want on the weekend.

When you're not home, the phone will periodically recommend nearby places to eat, based on Yelp recommendations. Late Thursday afternoon, it sent me to a coffee shop about 15 minutes away by foot. (I went to a pub instead.)

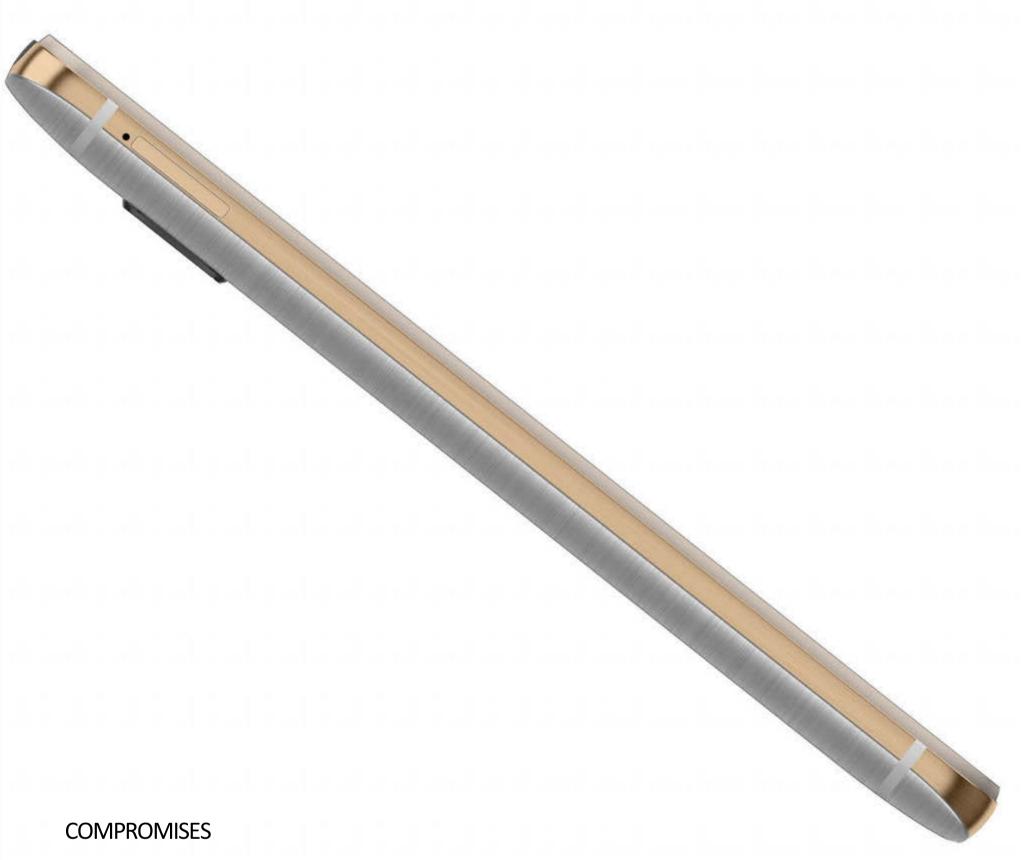












There's no fingerprint reader like the latest iPhones and high-end Samsung phones. The One has a full high-definition display at 1080p, but it's short of what comes with the latest Samsung and LG phones.

HTC also got rid of a second rear lens, which had captured depth information and allowed you to change the area of focus after the fact. Other cameras do this with a single lens, but not very well. HTC sacrificed that to fit in its 20-megapixel sensor. It's a good trade-off, as everyday pictures are much better now. But avid photographers will do better with an iPhone or a Galaxy S6. Then again, if you're clumsy, you can't beat the promise of a free replacement.

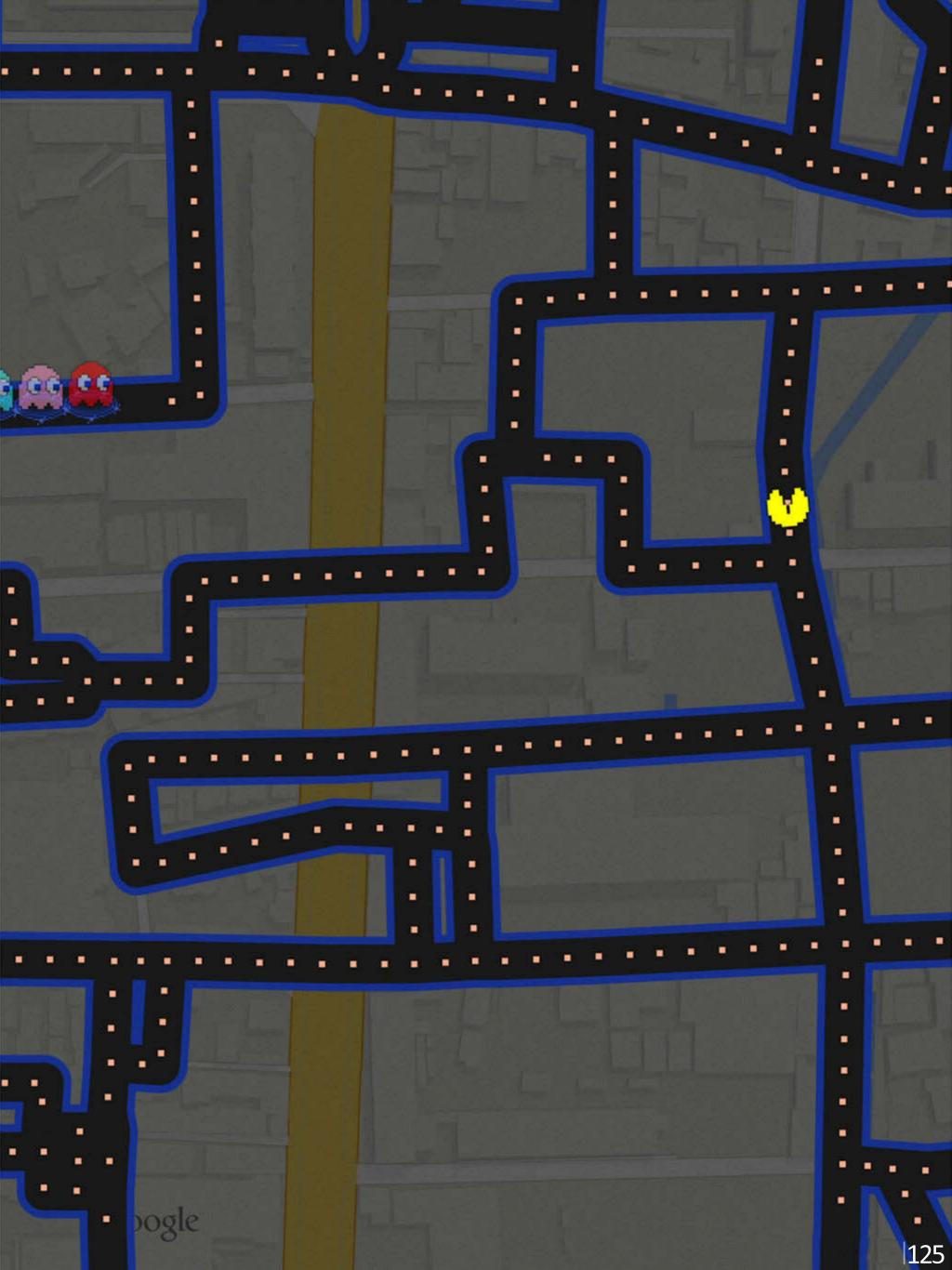
# GOOGLE MAPS TURNS INTO PAC-MAN'S CHOMPING GROUNDS



Start game
Use your keyboard arrows to move
PAC-MAN.
Learn more »







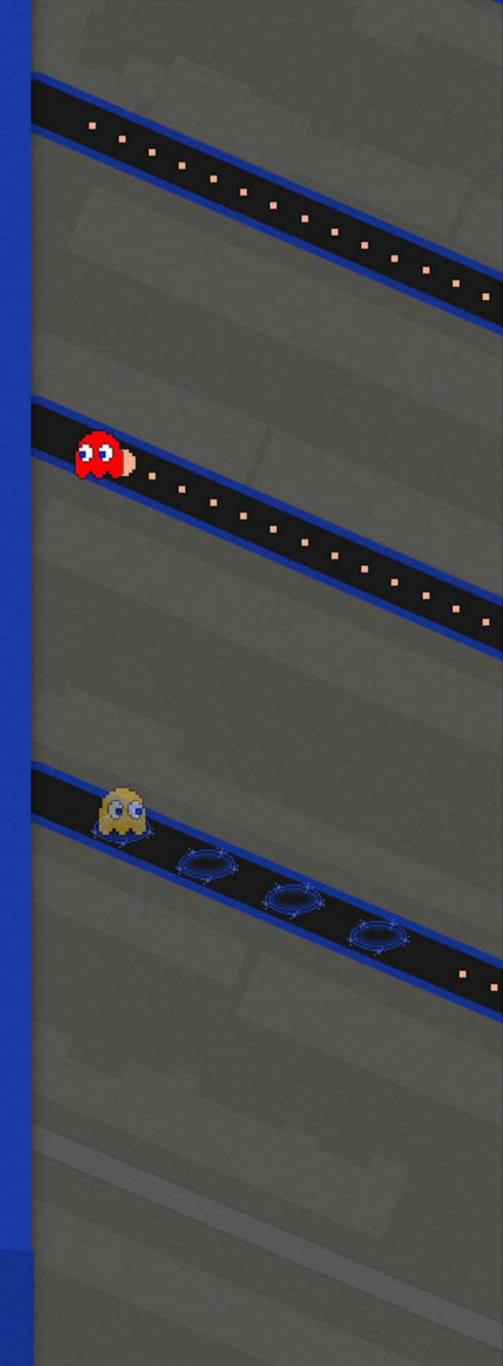
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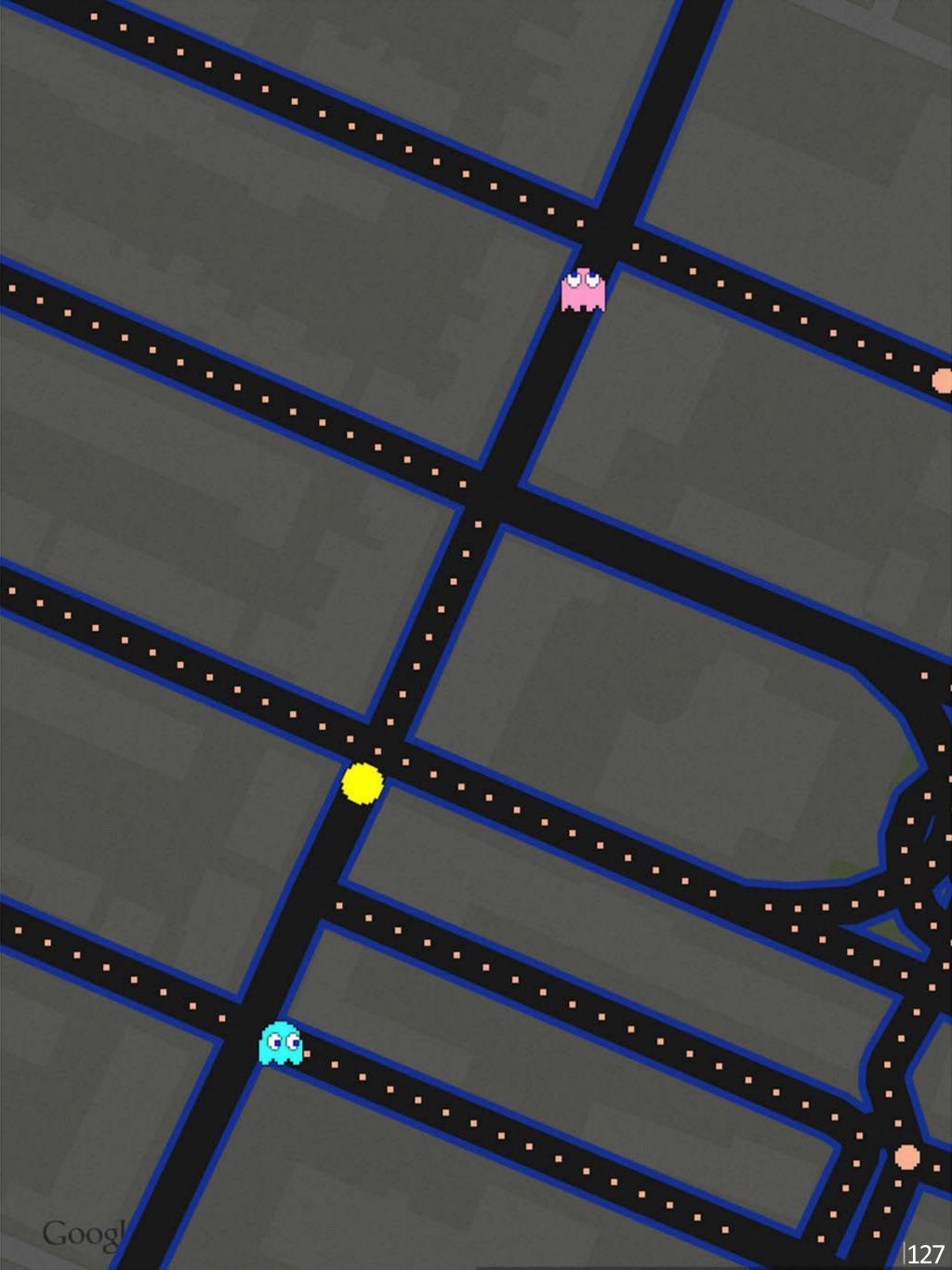
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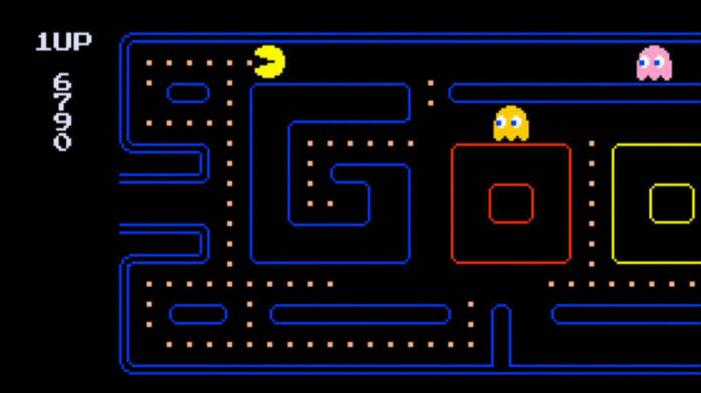
The virtual streets of Google Maps are being transformed into Pac-Man's chomping grounds in celebration of April Fools' Day.

Google added the option to convert its popular navigation service into the Pac-Man video game on Tuesday morning, around the same day the calendar turned to April 1 in Asia. That ushered in a day when Google shows off its playful side by injecting more frivolity into its services.

The gag on Google Maps enables visitors to click on a Pac-Man symbol in the lower left of the screen to play the video game on whatever location is listed in the address bar. As has been happening for nearly 35 years, Pac-Man eats blinking dots while trying to elude four "ghosts" - Pinky, Blinky, Inky and Clyde.



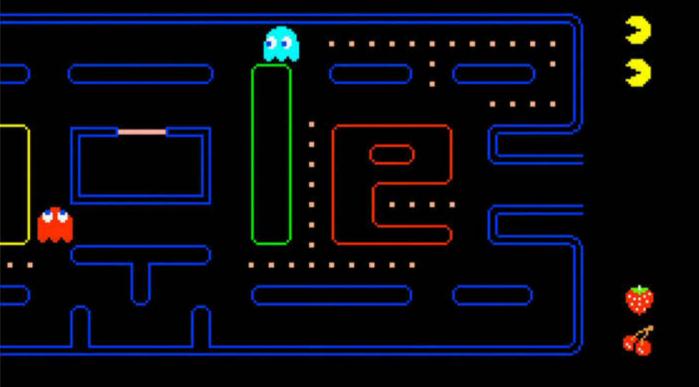




The game can be played in Google Maps on desktop computers or mobile devices that have the latest app update for Apple's iOS or Google's Android software.

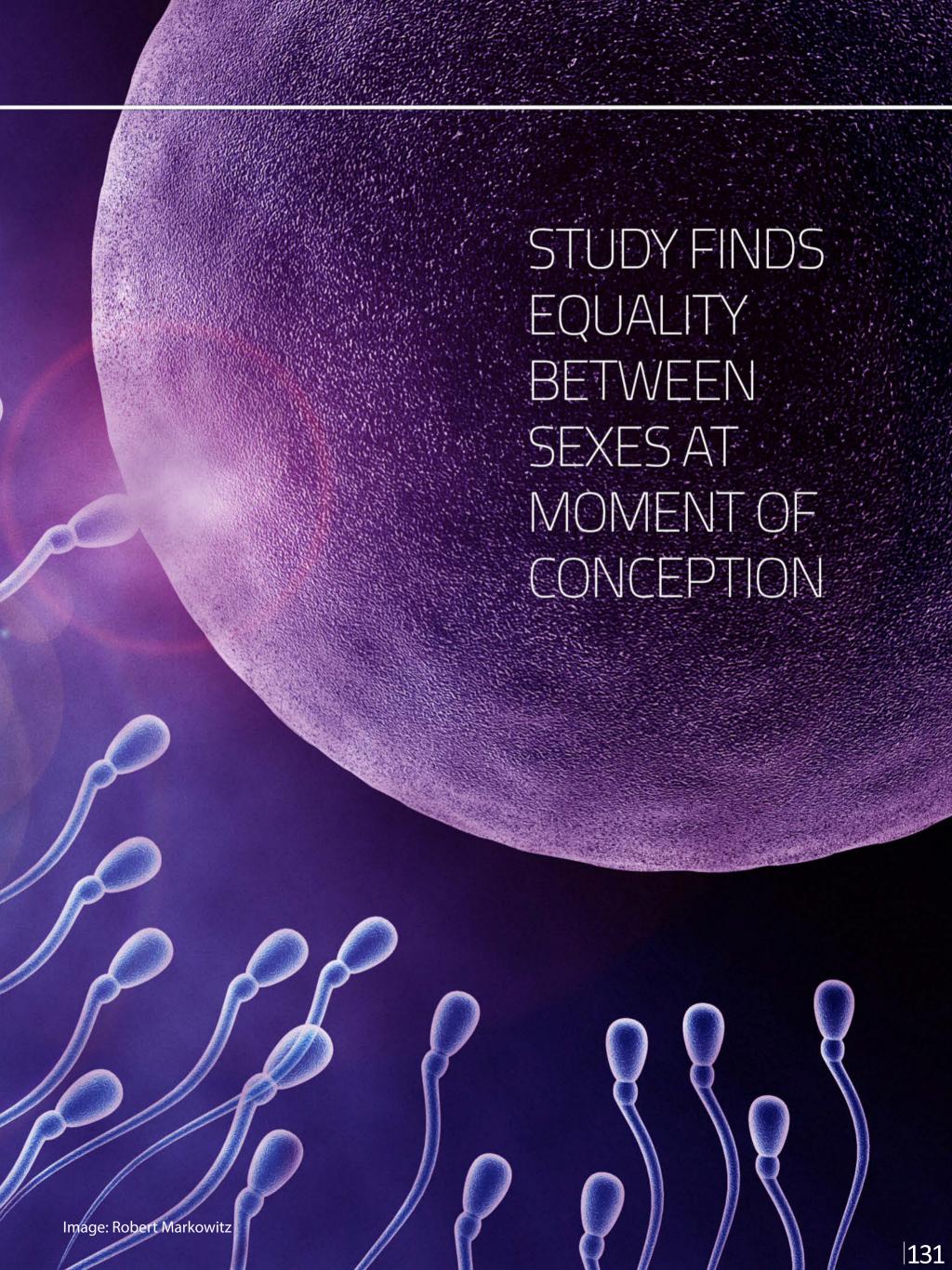
This isn't the first time that Google Inc.'s engineers have paid tribute to Pac-Man. In May 2010, Google tweaked the doodle on its main search page to accommodate games of Pac-Man.

Planting Pac-Man into maps probably won't be Google's only April Fools' stunt, based on the Mountain View, California, company's colorful past. Among other things, Google previously has promised to introduce search by smell, provide a translation tool for animals and posted notices for jobs on the moon.









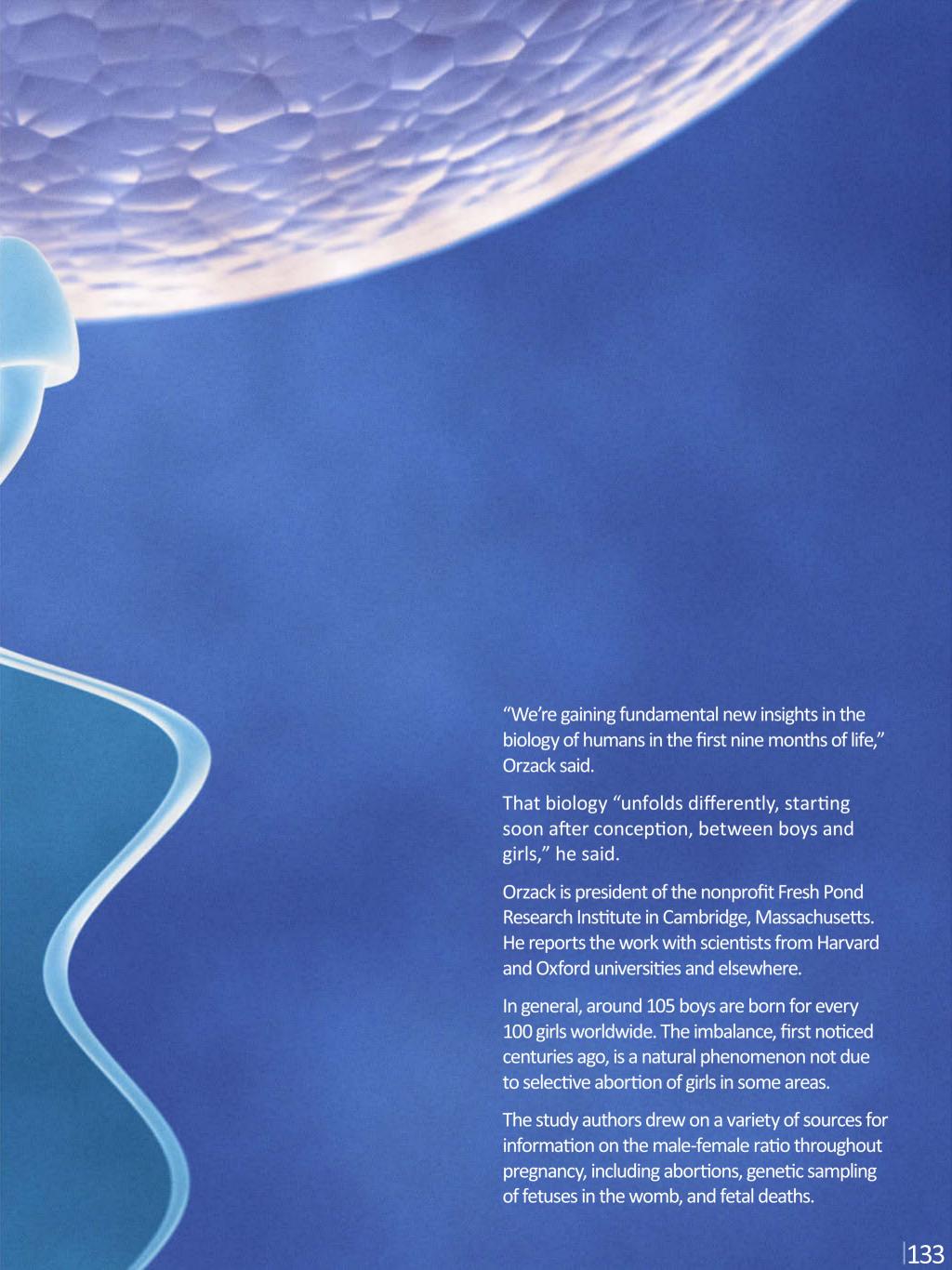
Every year, slightly more boy babies than girl babies are born worldwide. But back when sperm meets egg, the two sexes are conceived in equal numbers, a new study suggests.

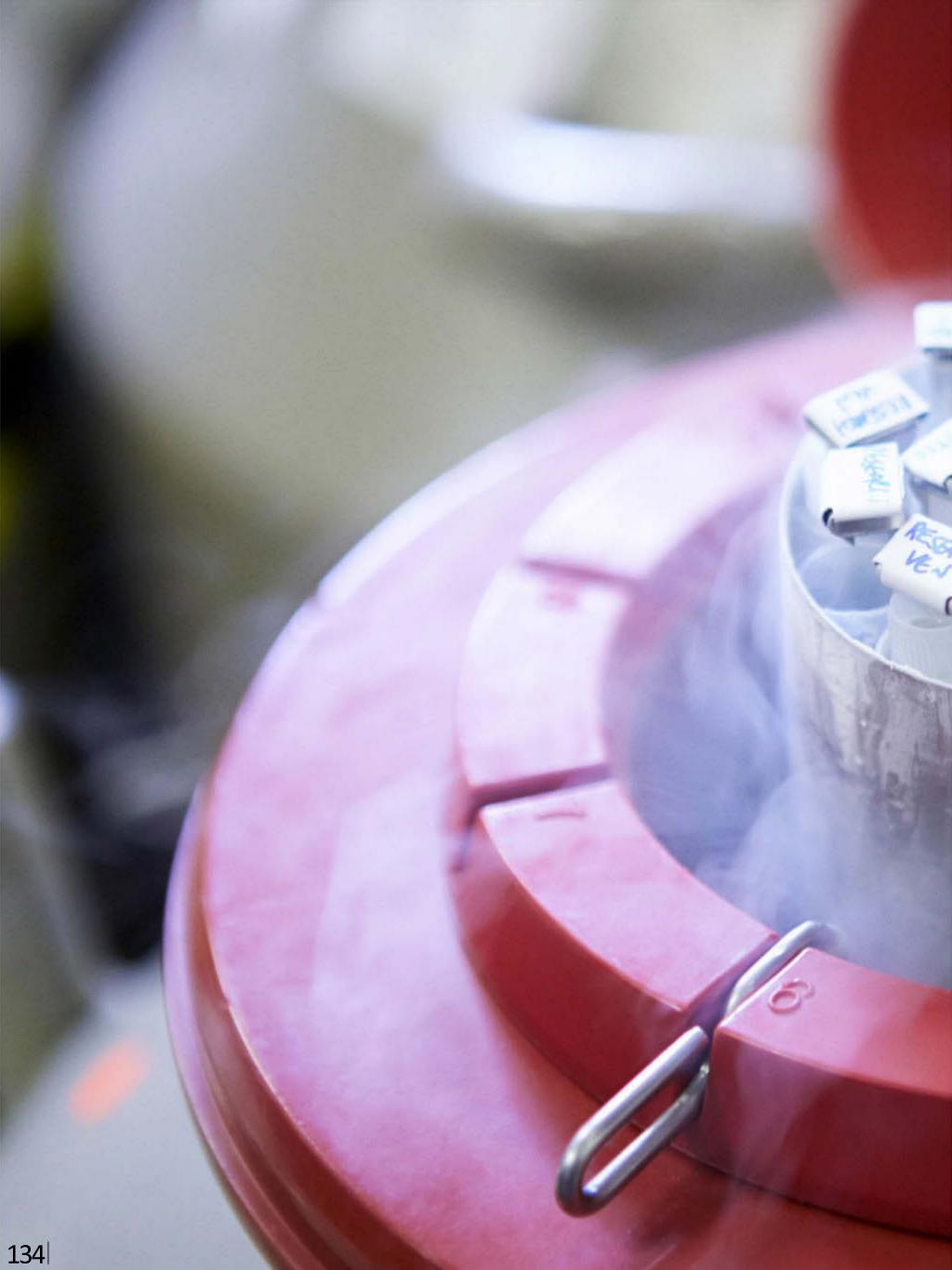
That contradicts the idea found in many textbooks and scientific articles that males are in the majority at conception, researchers said.

And it implies more females than males die before birth, resulting in the excess of male births, says Steven Orzack, a study author.

"We don't have good information on the cause of this difference," he said.

The work, released Monday by the Proceedings of the National Academy of Sciences, also estimates the ratio of males to females at various points in pregnancy. It finds a see-sawing pattern over that time in which sex is more prone to die in the womb, as various genetic influences take their toll.















The White House on Friday announced a fiveyear plan to fight the threat posed by antibioticresistant bacteria amid fears that once-treatable germs could become deadly.

Repeated exposure to antibiotics can lead germs to become resistant to the drugs, so that they are no longer effective. The Centers for Disease Control and Prevention estimates that drugresistant bacteria cause 23,000 deaths and 2 million illnesses each year in the United States.

The World Health Organization said last year that bacteria resistant to antibiotics have spread to every part of the world and might lead to a future where minor infections like strep throat could kill. Antibiotic resistance also threatens animal health, agriculture and the economy.

President Barack Obama, who ordered the plan, said drug-resistant bacteria are one of the most serious public health issues.

"This is one of those problems that doesn't always rise to the top of people's day-to-day concerns until somebody in the family is impacted," Obama told reporters before meeting privately Friday with members of his advisory council on science and technology. "We take antibiotics for granted for a lot of illnesses that can be deadly or debilitating."

"If we start seeing those medicines diminish in effectiveness, we're going to have problems," he said.

The White House's overall goal is to prevent and contain outbreaks of infections at home and abroad. It's aiming to maintain the ability of current antibiotics to fight illnesses and develop new treatments.

The plan is the result of an order Obama signed in September forming a task force on the issue. Obama also has asked Congress to nearly double its funding to fight antibiotic resistance to \$1.2 billion.





Critics said the White House needs to go further, particularly in terms of the antibiotics used in animals processed for meat. The Food and Drug Administration has already successfully encouraged many drug companies to phase out the use of antibiotics used for animal growth promotion. But advocacy groups have called on the agency to limit other uses of animal antibiotics as well, such as for disease prevention when holding animals in crowded conditions.

"Once again, the administration has fallen woefully short of taking meaningful action to curb the overuse of antibiotics in healthy food animals," said New York Democratic Rep. Louise Slaughter, a microbiologist who has sponsored legislation to stop routine antibiotic use in animal farming.

"With 80 percent of the antibiotics produced in the United States being used in agriculture mostly for prevention, any meaningful solution to the looming antibiotic resistance crisis must begin with limits on the farm - and trusting a voluntary policy that lets industry police itself will not bring about real change," she said.





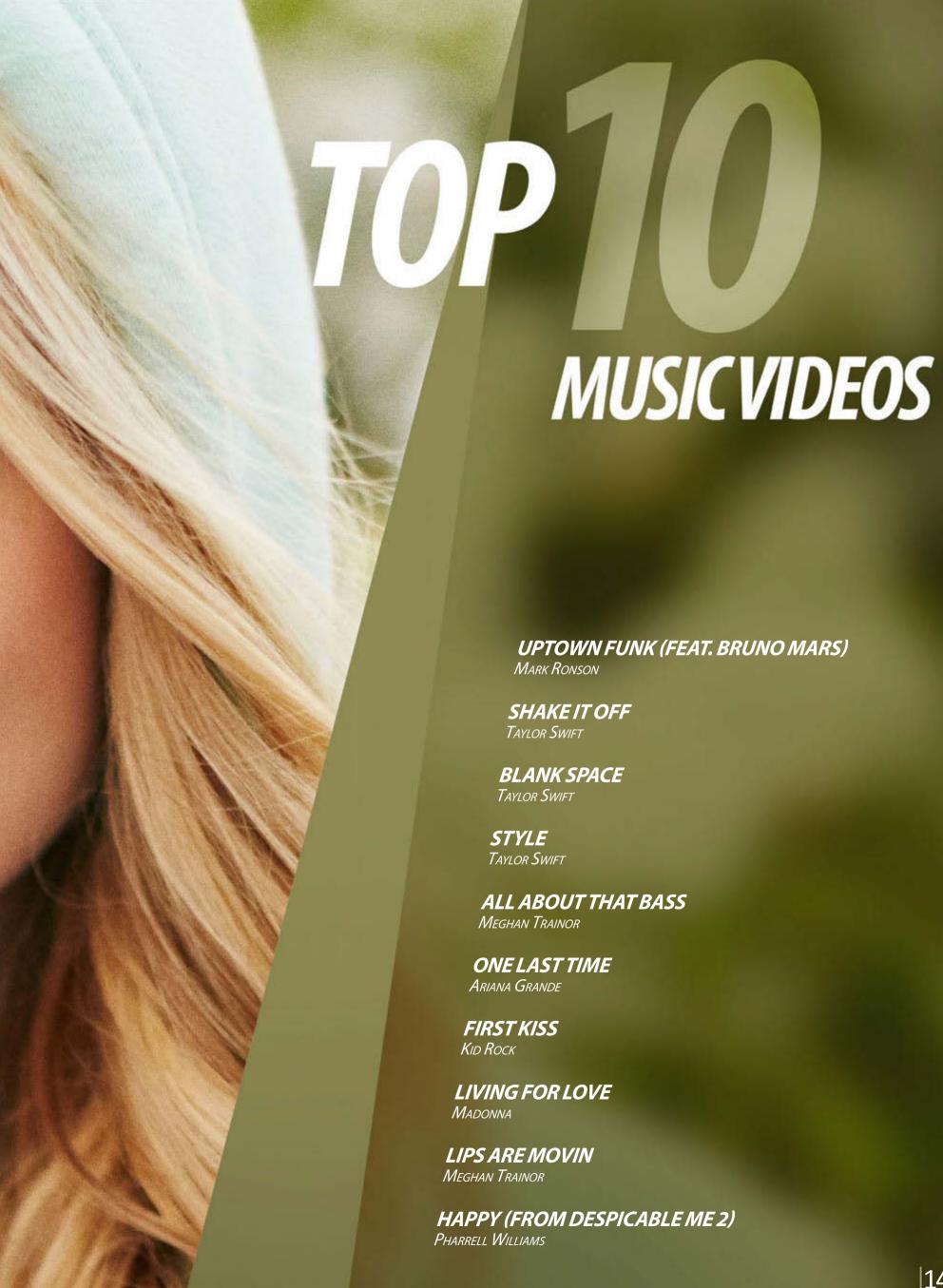




















### US TREASURY SECRETARY PRESSES BEIJING ON TECHNOLOGY CURBS

U.S. Treasury Secretary Jacob Lew pressed
Chinese leaders on Monday to suspend proposed
curbs on foreign security technology and
said a Beijing-led regional bank should work
in partnership with existing institutions, an
American official said.

The United States and Europe say Beijing is improperly blocking access to its market with the curbs in proposed anti-terrorism and banking security measures. The measures have prompted an unusually high-level response, with U.S. Secretary of State John Kerry and other Cabinet officials writing to Beijing opposing them.

Lew emphasized the seriousness of the issue for Washington and urged Chinese officials to suspend enforcement, said the senior Treasury official, who briefed reporters on condition of anonymity. He said Chinese officials said their purpose was not to keep out U.S. products, but the official gave no indication they changed their stance.





Communist leaders are uneasy about China's reliance on foreign encryption and security technology and are trying to build up their own suppliers. Since the late 1990s, they have tried repeatedly to compel foreign suppliers to disclose how encryption products work but have dropped most of those attempts following an outcry by other governments.

In a meeting with Deputy Chinese Premier Wang Yang, Lew expressed "deep concern" about what he said were "attempts to bar technological competition."





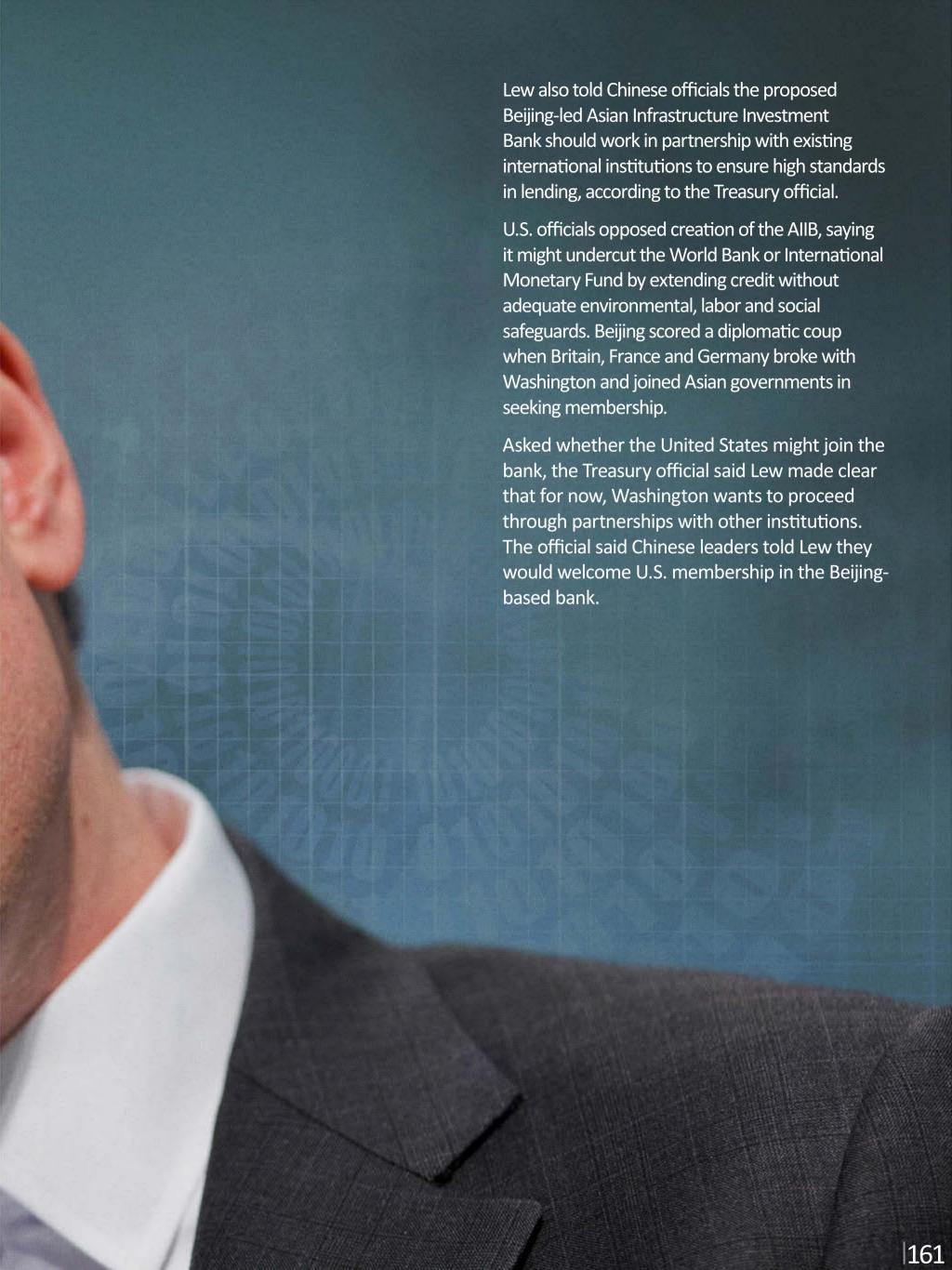
Lew met later with Premier Li Keqiang and Finance Minister Lou Jiwei.

Proposed rules would require Chinese banks to have 75 percent of their information infrastructure certified as "secure and controllable" by the government by 2019. Suppliers worry they might have to disclose secrets such as the source code at the heart of their products or shift ownership of their intellectual property to Chinese entities.

An anti-terror law under consideration by China's legislature would require network operators to build in backdoors for government surveillance, hand over encryption keys to Chinese authorities and store user data within China.





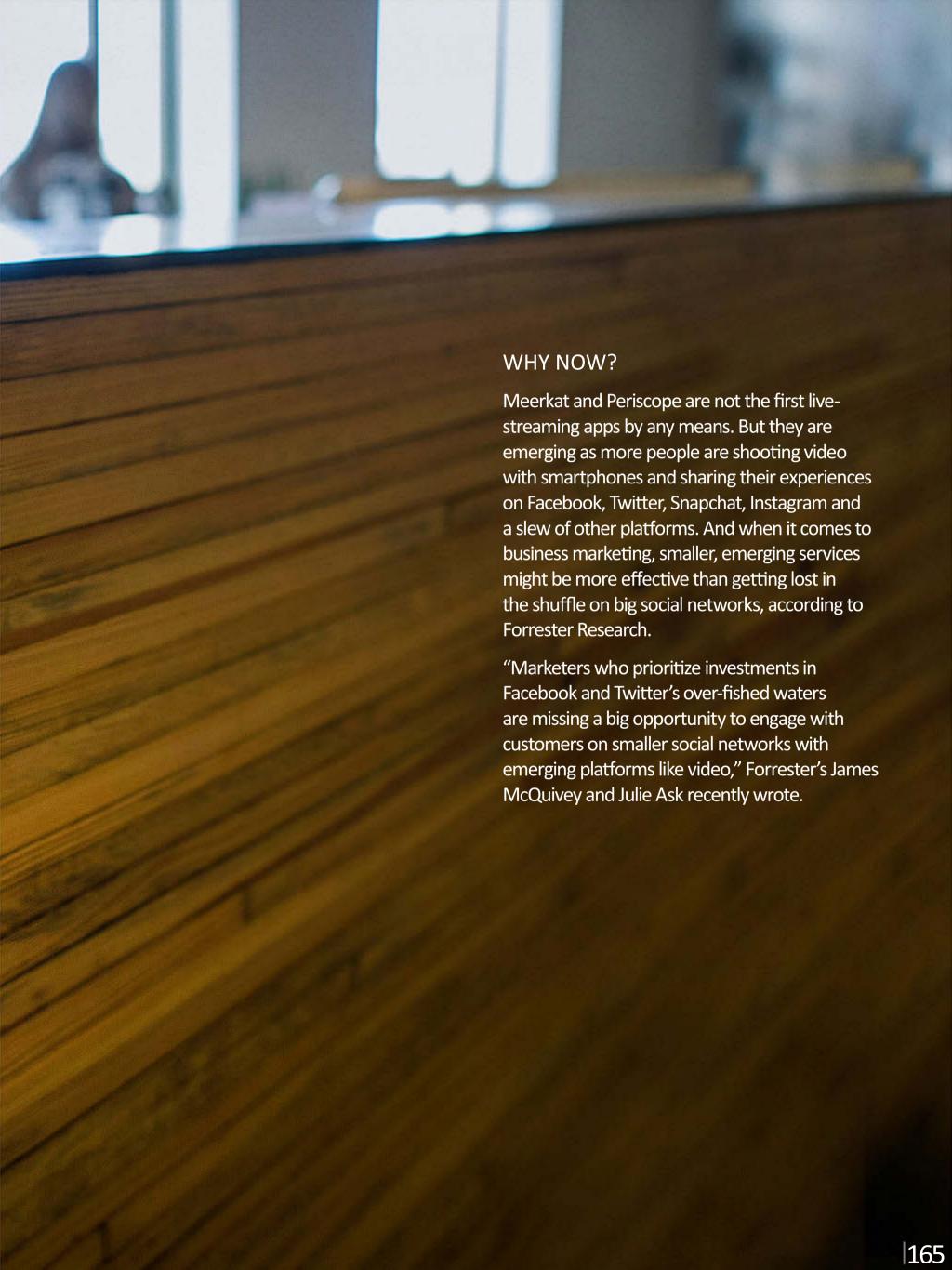


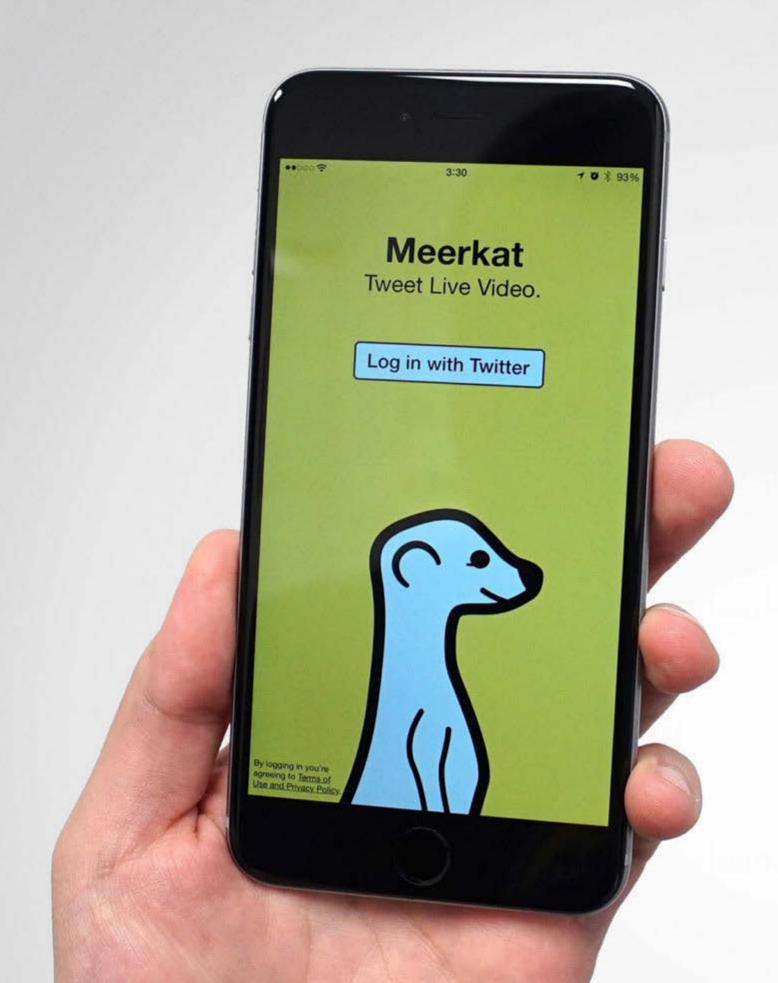
### MEERKAT VS. PERISCOPE: LIVE-STREAMING APP BATTLE & BUZZ









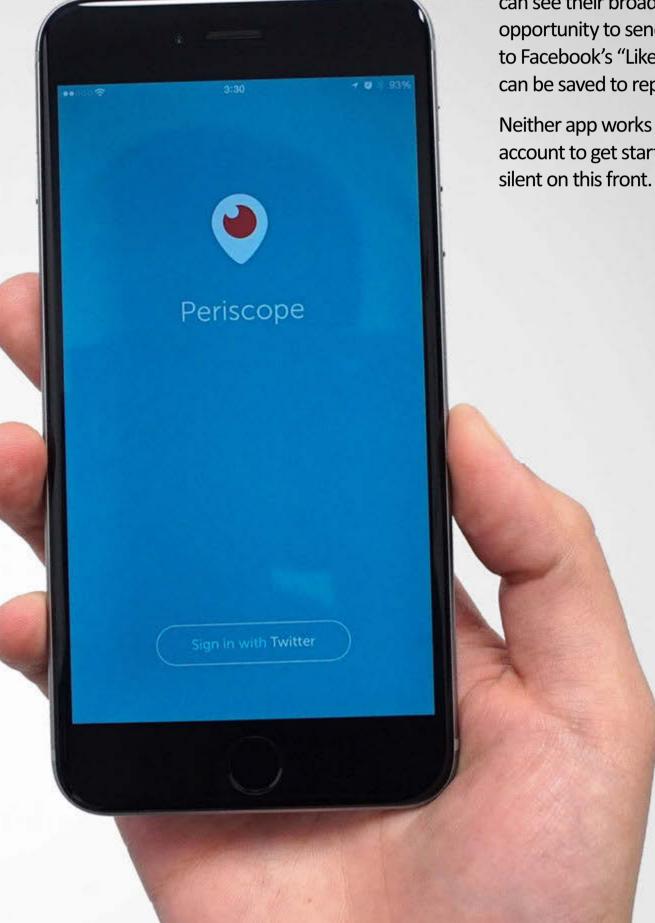


#### MEERKAT VS. PERISCOPE

Meerkat was one of the big surprise hits of SXSW earlier this month. The app initially let users automatically tweet live streams to their followers, but that came to a halt after Twitter acquired Periscope and limited Meerkat's access to its service. While the two have many similarities, the automatic linking with Twitter followers gives Periscope a big leg up.

Other differences: Meerkat streams are publiconly and live-only. Periscope lets users limit who can see their broadcasts and offers viewers the opportunity to send heart icons to streamers, akin to Facebook's "Like" button. Video streams also can be saved to replay later.

Neither app works without Twitter - you'll need an account to get started. Facebook, so far, has been silent on this front







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